BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
JULY 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JUL 2 1937 LIBRARY

Whoops!

Forgive this rather deliberate release. But our supplemental sponsors feel fine. Feeling fine naturally prompts a people to give vent to feelings ordinarily ignored. Take one national network sponsor, for instance, who put a different show on WOR at a different time. One announcement sent 22,301 WOR listeners scurrying into the stores of his dealers in Greater New York. With the reputation WOR has built (*is* building) for supplementing most bang-up network shows in the richest market on earth, there must be good reason. There are quite a few: (a) Results! (b) The lowest cost for any 50,000-watt station in Greater N. Y. (c) 22.4% of all food sales, 25.7% of all apparel sales and 18.5% of the nation's total retail sales stem from the area WOR serves. While primitive people will probably want to know that WOR area residents shamelessly flaunt a spendable money income of $14,017,860,000. It's all *yours!*

WOR

Paul Hesse

"Gentlemen, We must get that across to the Public"

"We must take people into our confidence—talk to them in their homes. We must do the next best thing to visiting them personally: we must go on the air."

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

FACED with new situations, new standards of economics, new attitudes of labor, Business must campaign for public favor as never before. It must recognize public good-will as the greatest possible force in Business.

Every sound business knows that people are responsive to honest leadership, honest service, honest products. And so we say: "Get your story across through the most influential force the world has ever known—*Radio, over NBC!*"

Use NBC to interpret your aims and ideals. Sell your services and your products through their outlets to 24,500,000 homes.* For wherever people *are*—wherever people *go*—there are the stations of NBC!

*—*plus 4,500,000 automobile radios.*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

A SALES PUNCH

that connects!

NEW ENGLAND is no set-up, but it can be taken. Victory is the result of a rain of blows to all vital spots.

Successful marketing of your product in New England depends upon the broad coverage of Yankee Network broadcasting. Co-ordinated effort and equal force in carrying your sales message to each market are necessary. Put power behind the punch and create mass interest in your product.

The Yankee Network's 15 stations from Bangor to Bridgeport include all of New England's 13 cities of 100,000 population or over, as well as other heavily populated in-between areas.

Each station is a vigorous battler for sales. An enthusiastic New England audience is receptive to Yankee Network's popular programs. This strong and exclusive combination gives you the largest New England audience possible to reach with a network broadcast. It puts to work the most powerful sales influence in New England's fertile retail centers.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport	WLLH	Lowell
	New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WNBX	Springfield, Vt.

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THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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XUM

COLUMBI

Punch with a purr

—*that's radio!*

Punch with a purr—and the advertising allegory doesn't stop there. Radio is quick as a cat in its timing and speed. Firm in its grasp* as a mouser when she pounces. *And it has 86,000,000 lives!*

**of almost every market you can name!*

BROADCASTING SYSTEM

XUM

THERE *are* good surveys! Accurate, to the point... complete... and *conclusive*. They are filled, not distorted, with detail. Here's one in radio... recently made by Irwin & Irwin (research organization) in St. Louis.

Irwin & Irwin measured the *complete* round-the-clock (7 A.M. to 10 P.M.) audience through *a seven-day* week. And found, in this 23,000 *completed-interview* coincidental telephone survey, that throughout the week:

KMOX is FIRST with 58% of *all* listeners to the 3 St. Louis network stations

KMOX has a 131% lead over Station B; a 257% lead over Station C

KMOX has a 40% lead over the *combined* audience of Stations B and C

IN THE MORNING: KMOX has 63.3% of the total network-station audience

IN THE AFTERNOON: KMOX has 61.6% of the total network-station audience

IN THE EVENING: KMOX has 54.3% of the total network-station audience

And KMOX is FIRST in audience-size *every day* of the week!

KMOX delivers 40% more listeners in the St. Louis area than *both other stations combined*, yet costs only *one-half as much per home!*

In a new book which we are calling "KMOX—The Voice of St. Louis", we show the individuals, the activities, and the listeners associated with KMOX. To reserve your copy, write to KMOX, Mart Building, St. Louis, today.

KMOX ST. LOUIS—50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco

"...from one link to Thirteen!"

The Story of DOLD GERMAN WIENERS

FOUR years ago the Jacob Dold Packing Company purchased three weekly participations in a popular WGR co-operative program. That was the first link in the Dold radio chain. The WGR link must have been a strong one, because today twelve additional stations have been added to the list! Today the co-operative participation that started four years ago with BBC has become 16 daily news periods each Saturday through WGR and WKBW to blanket the rich Western New York and Northern Pennsylvania territory with the story of Dold German Wieners. WGR takes modest pride in the fact that the success of the early broadcast activity through a BBC station has meant the addition of link after link; has been of benefit to stations in neighboring cities. Yet, the story of the Jacob Dold Packing Company is not an unusual one at BBC! It is a success story which has been repeated scores of times. The reason for it is obvious. BBC has identified itself so closely with the community it serves the average listener tunes automatically to the stations at the ends of the dial. Hourly news, each hour on-the-hour, from 9 a. m., until midnight, is but one BBC feature closely allied with community interest. There are many others which represent equally valuable franchises to the advertiser.

P.S. *Please don't call the advertiser, the agency or even us about that Dold list. They're set and aren't adding any more cities at present. Thank you.*

WGR • WKBW

The Ends of the Dial

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION

Represented by FREE & PETERS, *Inc.*

"Great oaks from little acorns, sir!"

HUMBLE as we are, we beg permission to preach one small sermon to all our friends who may be considering "a start in radio". . . . And that is *to start small.*

Select a limited number of good markets. Get what you consider a good program idea and *prove it* in your selected, logical markets. If it pans out, then go on to a few more markets. And so on. But *don't* risk your entire jack-pot (and your faith in radio) on one great splurge for which the only data is your own or someone else's mere enthusiasm.

And if you want some help in the important spade-work that precedes schedules and scripts, we'd be glad to pitch in. We've lived with radio for a long time, and aren't very likely to "go nuts" on you. We believe you'll find us definitely helpful. You know where to reach us.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13 No. 1 WASHINGTON, D. C., July 1, 1937 $3.00 A YEAR — 15c A COPY

NAB Girds to Combat Enemies of Radio

By SOL TAISHOFF

Elmer New President, Baldwin Again Named; Board Plans Promotion Campaign At Chicago Convention

SUDDENLY conscious of the seriousness of veiled attacks against the American system of radio, an enlightened broadcasting industry laid plans at the 15th annual convention of the NAB in Chicago June 21-23 to combat aggressively any attempts to encroach upon its domains.

Offensive tactics rather than the defensive lethargy of the past will be employed under the industry's new leadership. The directing head is John Elmer, Baltimore broadcaster and former newspaper publisher, who was elected president for the coming year. Even before the convention had adjourned, the new board of directors set in motion plans which would revitalize the industry's forces.

As its first official act, the new board reappointed for a third year James W. Baldwin as its managing director. Voted an increase in salary of $2,500 — to $16,000 a year—Mr. Baldwin emerged unscathed over known though unexpressed opposition.

Total Attendance Drops

The new movement crystallized after three rather dismal convention days, attributed mainly to a revision of the convention's routine for the first time, which had the effect of focusing the attention of delegates upon the election of new officers rather than on the pressing problems confronting them. The gross registration, according to Mr. Baldwin's count, totaled 568, as against a reported 549 last year. In 1936, however, the NAB had announced an overall attendance of 816. Of the aggregate, this year, 441 registrants were station personnel, while the maximum delegate voting strength was about 200.

In electing Mr. Elmer to the NAB helm for the 1937-38 year, the membership for the first time placed in that high office an operator of a 100-watt station, WCBM. The former publisher of Hearst's *Baltimore American*, Mr. Elmer is expected to infuse a new type of industry leadership. A resident of a city only 35 miles away from Washington, he plans to spend all the time necessary in the capital city in connection with industry affairs during a year likely to be the most active in radio's history. In effect, a dual control of president and managing director will result, it is expected. Mr. Elmer succeeds C. W. (Chuck) Myers, head of KOIN and KALE, Portland, Ore.

1937-38 NAB Officers and Directors

President
John Elmer, WCBM, Baltimore

First Vice-President
John J. Gillin Jr., WOW, Omaha

Second Vice-President
William J. Scripps, WWJ, Detroit

Treasurer
Harold V. Hough, WBAP, Fort Worth

*Directors** (Three-Year Term)
Charles W. Myers, KOIN, Portland, Ore.
Herb Hollister, KANS, Wichita
Harry C. Butcher, CBS-WJSV, Washington
F. M. Russell, NBC-WRC, Washington
Theodore C. Streibert, WOR-Mutual, New York
Gene Dyer, WGES, Chicago (one-year term)

Hold-Over Directors (Two Years)
L. B. Wilson, WCKY, Cincinnati
Arthur B. Church, KMBC, Kansas City
John F. Patt, WGAR, Cleveland
Edward A. Allen, WLVA, Lynchburg
Eugene P. O'Fallon, KFEL, Denver

Hold-Over Directors (One Year)
Ralph R. Brunton, KJBS, San Francisco
T. W. Symons Jr., KFPY, Spokane
Joseph O. Maland, WHO, Des Moines
Edwin W. Craig, WSM, Nashville

*All of above were elected by 1937 convention.

As the first step toward bolstering the industry's front, the board authorized the appointment of an advertising director whose function it would be to "advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States." It also authorized appointment of a research director for the industry, to tie into the project for industry promotion aimed toward stability.

In so doing, the board instructed its executive committee, comprising President Elmer, Managing Director Baldwin and Treasurer Harold V. Hough, to make these selections, consistent with the status of the association's finances. When retained, these specialists will function under Mr. Baldwin.

As a third phase, President Elmer shortly is expected to appoint a legislative committee of 48 members—one from each state—to be called upon whenever the occasion warrants as a board of strategy in connection with legislation. Under consideration last year, appointment of this commitee never materialized. It was the original suggestion of Ed Craney, operator of KGIR, Butte, Mont., who was the "independent ticket" candidate for the presidency at the convention.

On the Legislative Front

In charting the new industry-wide campaign against adversaries of American radio, the board also heeded the admonitions delivered from the floor by guest speakers against loose program practices. While the fountain-head of the offensive will be in Washington and on the legislative front, strengthening of industry activities in the field is planned as a definite part of the project. Evolutionary development of programs designed to win over even those small segments of the public now dissatisfied is the goal.

The convention, despite an obvious listlessness at the outset, did take definite action by adoption of resolutions on problems that long have harrassed the industry. Copyright, of course, flared up again as the dominant "dollars and cents"

1937-38 NAB OFFICERS AND BOARD—Seated, left to right: Harold V. Hough, WBAP, Fort Worth, re-elected treasurer; John Elmer, WCBM, Baltimore, president; John J. Gillin Jr., WOW, Omaha, first vice-president. Standing, left to right: T. W. Symons Jr., KXL, Portland, Ore.; Theodore C. Streibert, WOR-Mutual; Gene O'Fallon, KFEL, Denver; Gene Dyer, WGES, Chicago; Arthur B. Church, KMBC, Kansas City; L. B. Wilson, WCKY, Cincinnati; Ralph R. Brunton, KJBS, San Francisco; C. W. Myers, KOIN-KALE, Portland, Ore. (retiring president); F. M. Russell, NBC, Washington; Joseph O. Maland, WHO, Des Moines, Herb Hollister, KANS, Wichita; John F. Patt, WGAR, Cleveland; Harry C. Butcher, CBS, Washington; Edwin W. Craig, WSM, Nashville. Missing are William J. Scripps, WWJ, Detroit, second vice-president, and Edward A. Allen, WLVA, Lynchburg.

issue and also became the salient consideration in the elections contest which saw the nominating committee's ticket, headed by Mr. Elmer, elected over the independent ticket headed by Mr. Craney.

Bureau of Copyrights

Incorporation of the NAB Bureau of Copyrights as a going business concern was consummated at the convention. Some 58 subscriptions to the tax-free library, comprising for the most part works resurrected from the public domain, were procurred, at the membership rate of $10 per hour, and with a 100-hour library in view. The transcriptions already recorded were auditioned in a special demonstration room, wth Edward J. Fitzgerald, director of the Bureau, in charge.

The idea behind the library, approved last year upon Mr. Baldwin's suggestion, is that of setting up a reservoir of recorded music, industry-owned, as a back-log against possible repetition of the Warner Bros. withdrawal from ASCAP two years ago, and as a means of placing the industry in a better bargaining position on copyright licenses from ASCAP or other groups. Industry sentiment is not solidly behind the public domain idea, but the hope was expressed that a majority of the some 400 NAB members gradually will fall behind it.

To accelerate subscriptions to the library service, the NAB board, which for the industry holds 51% of the stock of the new $100,000 capitalized corporation, authorized the hiring of a salesman to solicit stations on their home grounds. If all 400 NAB members subscribed, there would be a paid-in fund of $400,000 for the projected 100-hour library. It was formally disclosed for the first time that the library is being recorded by E. V. Brinckerhoff & Co. Inc., New York, under the direction of M. P. Frutchey Jr., Brinckerhoff chief engineer. Processing and pressing is being done by Clark Phonograph & Record Co.

Industry unity, seriously threatened last year by the dramatic walk-out of Isaac D. Levy, co-owner of WCAU, Philadelphia, because of copyright and because he was out of sympathy with Managing Director Baldwin's actions, was not disturbed but probably solidified as a result of the convention. Whereas the networks threatened to "take a walk" last year in sympathy with Mr. Levy's stand, and on the ground that the directing head of the association had not proved himself "temperamentally fit" for the position, there was no semblance of expressed network opposition this year.

Dues Increase Dropped

A cleavage was probably averted when two controversial proposals—one to increase dues by 50%, or from some $83,000 to about $125,000, and the other to force all group-owned stations to enroll as members if any one of the group joined—were removed from consideration. The dues increase proposal was withdrawn upon suggestion of Arthur B. Church, KMBC Kansas City, by unanimous vote. Last year it was defeated by failure to get a requisite two-thirds majority. The amendment to the bylaws to force group ownership was tabled, which is tantamount to killing it.

A propaganda effort to arouse industry sentiment for a "czar," provoked by Eric C. Palmer, New York publicity man, did nothing more than arouse suspicion. It failed even to get mention on the floor. In publicity releases, and even a proposed resolution, the Palmer group projected such names as those of former Senator James E. Watson, of Indiana and Senator Royal S. Copeland (D-N. Y.)

There is still a feeling, perhaps becoming more widespread, that some important national figure should become identified with the industry, but the "czar" talk is viewed as repugnant. As a matter of fact, the new administration, in its quest for means of combatting subversive anti-radio propaganda, is believed to have in mind a possible development whereby an industry spokesman would be retained at some future date.

Gradual and evolutionary change in the conduct of the industry's affairs also appeared as a prospective development to be surveyed by the board. Following through on a resolution offered last year, and reintroduced this year, by Fred J. Hart, president of KGMB, Honolulu, proposing far-reaching changes in the trade association structure through setting up of local, state and regional chapters, the NAB board authorized President Elmer to appoint a committee on the subject. The committee presumably will sound out sentiment and has been instructed to report to the next convention for possible action.

Mr. Hart pressed his proposal first in an "open letter" to convention delegates. He took up the issue on the floor, objecting to its sidetracking, and predicting dire consequences if the broadcasters failed to heed warning signs. Patterned after the American Farm Bureau Federation, he said the organization he proposed could effectively combat groups and interests preying upon radio.

Celler Bill Opposed

There was speedy action by the convention upon a score of resolutions putting the industry on record on practically all controversial problems. Aside from those already mentioned, others of importance, included one taking a determined stand against the Celler Bill, now awaiting hearing in the House, for the creation of a government-owned shortwave station in Washington. Viewed as the possible forerunner of a government-ownership movement, this resolution up to the present had not been actively opposed by the NAB, though BROADCASTING, in its editorial columns, warned of its implications practically from the day it was introduced. This legislation, coupled of course with the copyright situation requiring legislative action, proposals to tax radio on an illogical wattage basis and efforts to force class legislation by divorcing newspapers from station ownership, culminated in the board movement for an aggressive campaign of industry protection.

Educational Research Fund

In a further showing of cooperation the convention adopted without objection a resolution whereby the industry over a two-year period will contribute about $83,000 toward the $250,000 radio-education fund devised by the Federal Radio Education Committee which was created two years ago under the aegis of the FCC. The Rockefeller and Carnegie foundations already have agreed to advance $167,000 of the fund to investigate the use of existing radio facilities for educational purposes. A formula under which stations and networks would be called upon to raise the $83,000 fund, under the resolution, will be devised by the NAB board.

Three resolutions on copyright were adopted, while a fourth, proposed by Mr. Craney, was referred to the board for action. In one, the membership reiterated its position as favoring "per piece" or measured service payment of music royalties, as against the present percentage basis invoked by ASCAP. In a second, it resolved to encourage the government anti-trust suit against ASCAP dormant for the last year, and in a third it advocated passage once again of the Duffy Bill (S-7) which would remove from the copyright laws the statutory minimum damage provision of $250 for each infringement and leave damages to the discretion of the courts.

Three-Year Licenses

The association reiterated its support of three-year licenses for stations, as against the present six-month tenure, after deprecating the action of the FCC in opposition to the Anderson Bill, pending in the House proposing five-year licenses. This bill will become another key factor in the new drive for stability.

On the business side, there were referred to the board of directors two resolutions from the Sales Managers Division dealing with standardization of units of time and quantity discounts. Favorable action is expected at the next board meeting.

In addition to authorizing appointment of a research director, which was recommended by the committee on research, the NAB board authorized the latter committee, headed by Mr. Church, to continue to function as a part of the Joint Committee on Radio Research, made up jointly of the NAB, American Association of Advertising Agencies and Association of National Advertisers. Its objective is to set up a Radio Audit Bureau to serve the industry

(*Continued on page 26*)

'Get Hard to Buy'

ARTHUR PRYOR JR.

NAB Daily BROADCASTING

DURING the three days of the NAB convention in Chicago, BROADCASTING again published its daily convention edition each evening—a six-page publication carrying complete news reports with illustrations of the proceedings. The editors are deeply grateful to Burridge Butler, publisher of the *Prairie Farmer* and operator of WLS for making the facilities of his printing plant available. They also appreciate the cooperation of E. M. Antrim and the *Chicago Tribune* in making it possible to produce engravings with the speed necessary for the daily editions. Extra copies of the daily convention editions are available from the Washington office of BROADCASTING.

Shots and Half Shots

'TWAS the night before Monday and all through the house there slunk furtive operators of little black boxes, looking for lens fodder and mulling over the gadgets and films that the $100 first prize would buy if they won the BROADCASTING Kandid Kamera Kontest staged at the NAB convention. Wednesday night they were still at it as the NAB wound up its Chicago session with a banquet at the Sherman Hotel.

Entries in the Kontest were to be in the hands of BROADCASTING by July 1, under the rules printed in our June 15 issue. Other prizes are $50 for second place, $25 for third and a $10 award for a novel photo, the noveler the better. The awards are in the form of bills of credit for photographic supplies.

Interest in the Kontest was so high before the convention was formally opened that the cash value of the original list of prizes was more than doubled.

The three nationally known photographic experts who have been named as judges will be given the whole batch of entries shortly after July 1. They will have no instructions whatever, merely following the Kontest rules. Their decisions will be announced in the July 15 issue of BROADCASTING. Judges are Arthur A. DeTitta, Washington manager, Movietone News Inc.; Harry M. Van Tine, manager, International News Photos, Washington; Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

Pryor Administers Spanking to Radio

Station Breaks and Programs Lead To Lecture

A VERBAL spanking on commercial operations of stations, without parallel in NAB annals, was meted out to delegates attending the NAB annual convention in Chicago June 23 by Arthur Pryor Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn Inc.

Mr. Pryor figuratively hit the assembly delegates with everything but the rostrum in an extemporaneous talk on an agency man's view of broadcasting. The whole problem confronting radio, he told them, could be solved if broadcasters dealt in programs rather than in sales. He lambasted stations for indiscriminate placement of station-break spots, for failure to develop good programs, for neglecting program personnel and for sundry other practices. Afterwards he underwent a question-answer bombardment, during which he heaped more of his fire upon the delegates.

The big problem of the time buyer, Mr. Pryor said, is that of finding desirable time and good programs. He said his agency could place an additional 25% of spot business if time and programs were available.

Forgotten Men of Radio

"The program people are the neglected boys," he said. "I don't believe radio will come into its own until the program people get as much money as you executives. There are lots of good salesmen, but very few good program people. When you run across a screwy guy, with a spark of program genius, develop him, send him to Europe if necessary. If you develop better programs the station will sell itself. You've got the most saleable art in the world—protect it."

Mr. Pryor landed a body blow by commenting that "nice people pay very little attention to radio." He belabored the broadcasters for selling station-breaks and for using hack script writers and "mealy-mouthed simpletons" as announcers.

The "peculiar feeling of politics" which permeated the convention, the speaker said, also was all wrong. "You people," he declared, "are the most privileged people in the United States. Why politics?"

Discussing rates, Mr. Pryor's punches were even stronger. It is unbelievable, he declared, the things that go on. He cited such practices, still current, of selling time to one advertiser for a price lower than that given his competitor.

As for surveys, he declared radio has been surveyed to death, with the result that agencies know more about it than any other medium. He urged presentation of programs for spot sponsorship, and the development of sustainings as a means of improving the status of the industry. In spite of the "mill'on-and-one" silly little things broadcasters do, he said radio has existed and will continue to exist as a good medium.

NAB SPEAKER—Marvin Oreck, Duluth retailer, cites success with radio in direct selling and institutional advertising.

If every station employe would give to the program the best he has, radio would have the "world by the tail," he said. Good radio is a "sacred trust" of the broadcaster, he declared.

In the question-answer period that followed, Stephen Willis, manager of WPRO, Providence, defended broadcasters and held that agencies largely were responsible for the preparation of objectionable copy and the consequent deterioration of many programs. Mr. Pryor agreed that much of the agency copy was perhaps worse than that of the station staffs, but he said the agency is not responsible for improving the medium, and that stations should exercise their prerogative of forcing advertisers to comply with copy standards they may set up. "The stations," he said, "must pop back." "You would be surprised to know how the networks criticize shows," he said. "They do a pretty good job. You can do it too."

Broadcasters should deal in "emotions, not sales charts," Mr. Pryor said in responding to Fred Hart, KGMB, Honolulu, who criticized sameness of programs, particularly competitive offerings of the networks. After Mr. Pryor had stated that he would trade the finest network show on 60 stations in a minute for 60 local programs of merit, William T. Gillespie, KTUL, Tulsa, asked whether that did not mean that the agencies are not buying "wattage" as much as in the past.

"Get Hard to Buy"

After another bombardment of questions in which Harold H. Meyer, WSUN, St. Petersburg, Fla., Lloyd Thomas, WROK, Rockford, Ill., and Earl A. Gammons, WCCO, Minneapolis, participated, Mr. Pryor admonished broadcasters that the "minute you get hard to buy you are going to sell lots more programs."

In a panel discussion of commercial practices led later the same day by H. K. Carpenter, WHK, chairman of the Commercial Section, and attended by approximately 150 delegates, more questions were flung at Mr. Pryor, the only agency man represented on the panel. Elizabeth Black, Ruthrauff & Ryan time buyer, and Ned Midgley, head of the BBDO spot radio department, other agency radio executives present, occasionally were brought into the discussion. It was apparent that broadcasters eagerly sought the agency "slant" on station promotion, improvement of rate cards, between-program announcements, proper approach to the sale of national spot and a variety of other problems.

Between-Program Spots

To the question "why are chain breaks and between-program announcements undesirable," Mr. Pryor responded that the prestige of radio must be increased and larger audience stimulated by the injection of more programs and fewer spot announcements. He said that although his agency finds itself, from a competitive standpoint, forced to deal in between-program spots, he strongly favors the universal elimination of this type of announcement. Audience reports show a decrease of listening habits from year to year, he said, a tendency that can be counteracted by better programs and better general program construction.

In a spirited answer to Mr. Pryor, "Red" Cross, WMAZ, Macon, responded that his station, in common with most other small market outlets, derives a very considerable portion of its revenue from announcements placed between programs by local merchants, and it cannot afford to eliminate this revenue.

Asked whether it is profitable for the individual station to attempt to sell itself through the general solicitation of a program idea, Mr. Pryor and Mr. Midgley both stated that not once in their extensive experience could they recall where a program had sold a client on a specific market when he did not care to advertise in that market.

Midgley Favors Promotion

"Does the agency resent the activity of the station representative in going directly to the client to sell time?" was the substance of another question asked Mr. Pryor. Both he and Miss Black warmly replied that such solicitation is not resented, but advised that the station representative first check with the agency in order to determine how best to sell the client, the exact situation so far as the specific market is concerned and any other assistance that might make the sale or prove why a solicitation might be wise or unwise at that time. Mr. Pryor said that the selection of radio stations, as in other forms of advertising media, is dependent on two factors: (1) Where the client wants to go (2) How much money he can spend. The function of the agency is to render him every assistance in expertly answering these questions, he said.

A question that has perplexed station executives for years, "do agencies read promotional data," was answered by Mr. Midgley. He said that all promotional material reaching his office is carefully examined, and that over a period of time he has compiled a file of pertinent station promotional information that is valuable to him in his selection of stations. How effectively this is carried out in radio departments of other agencies he did not profess to know.

In a discussion of simplifying rate cards, directed by Martin Campbell, WFAA, Miss Black reiterated Mr. Campbell's contention that it is impossible to decode the rate cards of a variety of stations without consulting the stations or their representatives. Miss Black said that some stations show open rates, others discount rates, still others frequency rates, together with a vast variety of other classifications on other cards. She spoke of the necessity of a uniform rate card for all stations and ex-

(Continued on page 67)

Radio Effective Aid to Retail Stores Says Oreck, Outlining Store's Success

ALTHOUGH a recent survey indicates a decline in the use of radio by local retailers, Marvin Oreck, of Oreck's Inc., Duluth, believes the medium has created an imposing list of success stories that compels greater rather than less use of broadcasting.

A big radio user, Oreck's has found by experience that price advertising is more effectively promoted by spot announcements, which give more for the money than programs. Institutional advertising is best handled, on the other hand, by programs, Mr. Oreck continued.

In price advertising, he said that the store uses copy that is news from a price standpoint, such as special sales and clearances, which incidentally draw new customers.

Institutional copy, he said, reaches out-of-town listeners as well as local residents; develops human interest aspects of the store which of course are best presented to the public through oral advertising; is particularly effective for fur and fur storage department; promotes brand names and boosts sale of brands; is especially adapted to children's programs.

Results of Survey

Mr. Oreck referred to the survey made by the National Retail Drygoods Association in which stores responding to a questionnaire indicated that their use of radio had declined in 1936. He looked into the future by prophesying that retailers will be the best customers of television and pointed out that stores now using radio will be on the ground floor when the visual medium arrives.

One advantage radio holds over other media, he concluded, is that it can be adapted to sudden situations, such as the advertising of rubbers by spot announcements when a rain starts.

Dr. Angell Named By NBC to Direct Educational Work

Retiring Yale President Will Begin Task in September

PROJECTS for enhancement of education by radio received greatest impetus since the advent of the broadcast medium during the last fortnight. Shortly after action at the annual convention of the NAB approving the industry's participation in a $250,000 fund for radio education, NBC announced the appointment of Dr. James Rowland Angell, retiring president of Yale and one of the world's foremost educators and psychologists, as full time educational counselor. Dr. Angell's acceptance, announced by NBC President Lenox R. Lohr, is viewed as a step forward by radio in its effort to raise the level of educational broadcasting in cooperation with educators themselves.

Dr. Angell retired in June as president of Yale. He announced his acceptance of the NBC proffer on June 27. His salary will be $25,000 per year—the same as his compensation at the University. He will begin his new work in September and will have offices in Radio City.

Acclaimed by Educators

The appointment won the plaudits of leaders in both the educational and broadcasting fields. Commissioner John W. Studebaker of the U. S. Office of Education said Dr. Angell will be able to give valuable advice to NBC and to educators. "Without doubt," he said, "he will aid all of us in the development of new plans for such cooperation between broadcasters and educators as will increasingly serve the general welfare."

The NAB at its Convention June 21-23 in Chicago adopted a resolution resolving that all broadcasting stations be invited to contribute some $83,000 to share the expense of educational investigations agreed upon by the Federal Radio Education Committee. The estimated aggregate cost of these studies is $250,000 but Rockefeller and Carnegie Foundations have pledged to contribute approximately $167,000 of that fund. The Committee was created two years ago by the FCC with the object of bringing about amicable program relations between educators and broadcasters and to further the use of radio for educational purposes.

In announcing the appointment, Mr. Lohr said it was "a happy culmination of efforts on our part of more than a year to extend our broadcasting activities along educational lines in order to provide the NBC audience with the best in cultural programs." He added:

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

NBC'S EDUCATOR

DR. ANGELL

Scout Broadcasts

FROM special studio tents located in the camp grounds adjoining the executive headquarters, NBC, CBS and MBS will cover the Boy Scout Jamboree in Washington, June 30 to July 9. Each network has scheduled broadcasts to cover the major ceremonies of the encampment of the 30,000 Scouts and to report to the nation on the daily life at the Jamboree. While complete schedules have not yet been announced, NBC has already scheduled nine broadcasts and says it will give the gathering the most elaborate and extensive coverage of any national event since the inaugural last January.

NBC officials in Boston have announced plans for a series of six or seven radio contacts with the MacMillan Expedition now enroute to the Arctic for a survey of unexplored territory in the Frobisher Bay region. The programs, originating by shortwave form the schooner *Gertrude L. Thebaud*, will be rebroadcast at intervals over WBZ-WBZA, Boston-Springfield, beginning about July 10.

FCC Functions on a Six-Man Basis; Appointment Not Expected For a While

FOR THE FIRST time since its creation three years ago, the FCC will function without its full personnel, by virtue of the failure of President Roosevelt to appoint a successor to Dr. Ervin Stewart, chairman of the Telegraph Division, who retired on June 30.

It was asserted at the White House, as BROADCASTING went to press, that no appointment is likely in the immediate future, although it is known that several names are under consideration. By virtue of the failure to fill the vacancy, it is expected one of the other five commissioners will be named by the chairman to sit as a member of two divisions temporarily. Dr. Stewart, in addition to his duties as chairman of the Telegraph Division, also was vice-chairman of the full FCC and was the chairman of the committee charged with this government's preparatory work for the International Telecommunications Conference to be held in Cairo in 1938. Chairman E. O. Sykes of the Broadcast Division probably will take over the preparatory work.

No Inkling of Nominee

Who the nominee for the Stewart vacancy will be is regarded as a tossup at this time. Hampson Gary, general counsel of the FCC, and during its first six months chairman of its Broadcast Division, looms as one of the main candidates. He is known to have strong Senatorial backing. Others whose names have been presented, and who presumably are still under consideration, include Comdr. T. A. M. Craven, FCC chief engineer and a recognized authority on all phases of communications; Denis J. Driscoll, chairman of the Pennsylvania Public Utilities Commission, who served in the last Congress as representative from St. Mary's, Pa., and Rep. Fritz Lanham, Democratic member of Congress from Fort Worth. The latter, however, it is understood, no longer is considered a strong candidate by virtue of his recent endorsement for the presidency of the University of Texas, a post in which he is understood to be interested. Mr. Driscoll has stated he is not seeking the post.

There is still thought that a "dark horse" may be named. Strong hints have been given in Administration circles that the President is disturbed over the internal situation at the FCC and desires to inject into it a strong personality who could retrieve for the agency the prestige it appears to lack. Whether there will be a shakeup of Commission personnel as a part of the process could not be ascertained, although unverified reports of this nature have been circulated.

Dr. Stewart retired voluntarily a month ago to accept the directorship of the Committee on Scientific Aids to Learning under the National Research Council. The post pays $15,000 per year and he will headquarter in New York.

Radio Sales Inc. Shifts Merle Jones to Chicago

FOLLOWING a meeting of managers and commercial directors of the CBS owned and operated stations held immediately after the NAB convention in Chicago, J. Kelly Smith, head of Radio Sales Inc., CBS station sales subsidiary, announced that Merle Jones has been appointed to the post of Western sales manager in Chicago, succeeding William Williamson. Jones is now assistant to James D. Shouse, manager of KMOX, St. Louis, and assumes his new post July 1. Mr. Kelly, formerly in charge in Chicago, now divides his time between the New York and Chicago Offices.

WNOX, Knoxville, and WCPO, Cincinnati, on June 15 officially became units of Scripps-Howard Radio Inc. by virtue of modifications approved by the FCC Broadcast Division authorizing a change in name from Continental Radio Co.

PATRICK HENRY BREWING Co., Chicago (Patrick Henry beer), has appointed Erwin Wasey & Co., Chicago, to direct its advertising.

WBBC, WVFW Get 1400 kc. Channel

Brooklyn Cases Are Decided After Years of Hearings

ASSIGNMENT of three-quarters time on the 1400 kc. regional channel to WBBC, Brooklyn, and of the remaining one-quarter to WVFW, Brooklyn, was authorized by the FCC enbanc on June 29 in deciding the so-called "Brooklyn Cases". The effect of the decision is to delete WLTH and WARD, in Brooklyn, which along with the successful stations shared the channel on a four-way basis. Several other applications for the facility also were denied.

The decision, announced June 30, came after a rehearing of the cases which originally were decided two years ago. In the original decision, the FCC proposed deletion of three of the stations and awarding of half-time to WBBC, with the other half to the *Brooklyn Daily Eagle*.

WBBC is owned by the Brooklyn Broadcasting Corp., of which Peter J. Testan is the principal, and operates with 500 watts power. WVFW is owned by the Veterans of Foreign Wars and is licensed in the name of Paramount Broadcasting Corp. Anthony D'Angelo is listed as its directing head.

Lengthy Proceeding

The rehearing of the case terminated April 13 after having run nearly a month and after establishing a new record for a case involving a single wave. The cases actually date back to 1932 when the first applications were filed with the former Radio Commission. They were decided two years ago, but on petition for rehearing, the FCC reopen them *de novo* for the taking of new testimony. It is estimated that from March 18, when the hearings began until their conclusion, some 100 witnesses appeared.

WBBC sought full-time, while WVFW sought only renewal of its license for quarter-time operation. WARD, owned by Anna Unger, and operated by Rabbi Aaron Kronenberg, along with WLTH, operated by Samuel Gellard, jointly sought half time in lieu of their quarter-time assignments by virtue of an arrangement with the *Day*, Jewish language newspaper. WEVD, Socialist station in New York operated on the 1300 kc. channel, part-time, sought full time on the 1400 kc. wave with 1,000 watts. The latter application was backed by the *Jewish Daily Forward*.

Whether the case, perhaps the most litigated in radio history, will be appealed to the courts, was not ascertainable as BROADCASTING went to press.

Pen-Rad Spot Drive

RADBILL OIL Co., Philadelphia (Pen-Rad motor oil), will start a 10-week spot announcement campaign in New England on July 12, using 180 announcements on WNBX, Springfield, Vt., WLBZ, Bangor; WSAR, Fall River; WCOP, Boston; WNBC, New Britain, and either WSPR, Springfield, or WCSH, Portland. In addition, the company is also planning to use two announcements daily on WLW, Cincinnati, during the 10 weeks. The announcements will urge safe driving as well as the use of Pen-Rad oil. Agency is Jay Lewis Associates, New York.

Announcers' Guild Broadens To All Skilled Radio Crafts

Denies It Will Compete With Other Unions to Sign Workers; ARTA Concentrating Attack on CBS

A MOVEMENT to expand the American Guild of Radio Announcers and Producers to include all skilled crafts engaged in radio was launched by a resolution adopted by the Guild at a meeting held June 26 at the Hotel New Yorker, its new headquarters. Roy S. Langham, Guild president and a member of the CBS production staff, said that the resolution opens Guild membership rolls to all regularly employed and freelance announcers, program directors, script writers, engineers, sound effects technicians, newscasters, radio actors and singers.

"This action of the Guild," Langham stated, "paves the way for thousands who desire organization, but find no suitable niche for their crafts in other labor organizations. Since the Guild was founded, it has been literally bombarded by groups in other skilled crafts desiring to adopt Guild standards. We did not feel that we could exclude them any longer.

"AGRAP will not, however, compete actively for membership with other bona fide labor organizations in radio. High-pressure salesmanship has no proper place in building a sound labor organization, which should be the result of spontaneous growth.

"AGRAP is independent of the AFofL and the CIO, but will cooperate in any justifiable efforts of other labor unions to obtain better working conditions for persons employed in radio. The Guild is primarily interested in raising wages, adjusting hours and affording greater security to radio employes. Organization is a means to an end, not an end in itself.

Employers and Living Costs

"We have no quarrel with anybody except employers who won't admit that the depression is over, that living costs have increased and that we have a Wagner Act on our statute books. Against these our action will continue to be vigorous and uncompromising."

Questioned as to the omission of musicians, publicity and promotion staffs and clerical workers employed in radio from the list of those eligible for Guild membership, Langham stated that the Guild had included in its expansion only those groups from which requests for membership had come. "The musicians are already organized," he said, "and while we could admit the publicity, promotion, and office personnel if they desired to join us, we have for the present at least confined our membership to those actually engaged in putting programs on the air, whether as writers, talent, producers or engineers."

Despite the statement that the Guild will not "compete actively with other labor organizations" its admission of engineers is almost certain to conflict with the activities of the American Radio Telegraphists Association, CIO affiliate, which has for some months been organizing station technical staffs. Furthermore, in admitting talent the Guild will find itself opposed to Actors' Equity Association, an AFofL union, which is preparing to launch an intensive drive on the radio field. Frank Gillmore, president of Equity, and Edward S. Fielding, chairman of Equity's radio committee, have already held meetings with William S. Paley, president of CBS, and John F. Royal, NBC vice-president in charge of programs, to find out the attitude of the networks toward Equity organization of radio actors and singers.

It was stated at Equity headquarters that the attitude of these network executives had been "nonhostile, if non-cooperative" and since many of the dramatic actors on the air are already Equity members through their stage work it was felt that there will be little difficulty in bringing all radio talent into the Equity fold.

ARTA Parleys With CBS

Most recent radio activities of ARTA are the union's drive on the engineers employed at the stations owned and operated by CBS. Since the network's announcement last spring that a five-day week for its engineers would be instituted in the fall, CBS executives have been meeting frequently with a committee of the Association of Columbia Broadcast Technicians, a company union of engineers, to try to work out a new schedule that would be mutually satisfactory. This proved to be more difficult than had been anticipated and the meetings became daily affairs. Finally, after a session that had continued almost without interruption for an entire week and that had caused President Paley to cancel his booking on the *Normandie* for a European trip, the New York chapter of ACBT, at an all-night meeting June 18, voted to dissolve their organization and to apply for membership in ARTA. Seventy of the 82 members signed the application. The following day the Washington chapter of ACBT, by a 100% vote, also dissolved its organization and joined ARTA. Paley left June 30 on the *Normandie*.

Mervyn Rathborne, president of ARTA, on June 21 wrote to Mr. Paley asking recognition of the union as bargaining agent for the New York and Washington technicians, and the same day filed a petition with the National Labor Relations Board asking for an election of CBS engineers in the event that the network refused the requested recognition. The ARTA also filed with the NLRB a complaint of unfair labor practices against the network, specifically charging Henry Grossman, eastern operations manager, with attempting to intimidate his subordinates by threats of retaliation on the part of the company if the men signed up with ARTA.

At CBS headquarters it was stated that no notice of such a complaint had been received and that the company was therefore in no position to answer the charges beyond saying that it had not discriminated against or threatened its employes in any way.

Asked about future plans of his union, Mr. Rathborne told BROADCASTING that attempts were being made to bring technical employes at all CBS-owned and operated stations into ARTA, but that no similar drive against NBC is contemplated at present. He added that although ARTA has members in every station in New York it prefers to make no demands on any station until all, or a large majority, of the technicians have joined the union.

It is expected that the AFofL will oppose CIO's attempt to organize CBS employes as it did in the case of WHN [BROADCASTING, June 1], on the grounds that since the musicians employed for broadcasting and the musicians and stagehands employed in theatres operated by the network are members of AFofL unions the engineers should likewise organize under the AFofL. The NLRB was to hold a hearing on the WHN case on July 1, and its decision on whether the technical staff alone constitutes a proper unit for collective bargaining or whether the bargaining unit should comprise all employes of the company owning a station will set an important precedent in the unionization of broadcasting.

WMCA Settlement

A 40-hour week and immediate increases in pay for all announcers and producers on the staff of WMCA, New York, have been put into effect at this station under the terms of an agreement signed by the American Guild of Radio Announcers and Producers, representing these employes at WMCA, and

(*Continued on page 80*)

Data on Technicians' UNION MEMBERSHIP

BY TYPE OF STATION

	Clear	*Regional*	*Local*
Belong to Union	36.66%	20.41%	6.32%
Do not belong	63.34	79.59	93.68
If operators belong to a union, to what union do they belong?*			
IBEW	54.55%	55.00%	50.00%
ARTA	18.18	30.00	33.34
Company Union	27.27	15.00	16.66
Do you pay operators overtime?			
Yes	40.00%	36.00%	23.16%
No	60.00	64.00	76.84
At what rate do you pay overtime?			
Time and half	64.30%	47.25%	27.27%
Scale	14.28	27.77	45.47
Double time	7.14	16.66	4.54
Variable	14.28	2.77	18.18
Bonus	----	5.55	----
Indiv. Cont.	----	----	4.54

*It should be understood that the percentages represent a breakdown in each case of stations whose operators do belong to a union and do not represent percentages of total stations in each group. In other words, of the clear channel stations whose operators belong to a union, 54.55% belong to the IBEW, 18.18% belong to ARTA and 27.27% belong to some company union.

BY SIZE OF CITY

(Over 250,000, 50,000 to 250,000 and under 50,000).

	Over 250M	*50M-250M*	*Under 50M*
Belong to Union	36.84%	6.15%	6.10%
Do not belong	63.16	93.85	93.90
If operators belong to a union, to what union do they belong?*			
IBEW	53.58%	50.00%	60.00%
ARTA	32.14	----	20.00
Company Union	14.28	50.00	20.00
Do you pay operators overtime?			
Yes	39.02%	34.85%	20.73%
No	60.98	65.15	79.27
At what rate do you pay overtime?			
Time and half	53.13%	43.47%	29.42%
Scale	15.62	30.43	58.82
Double time	18.73	4.35	5.88
Variable	6.26	17.40	5.88
Bonus	3.13	4.35	----
Indiv. Cont.	3.13	----	----

*It should be understood that the percentages represent a breakdown in each case of stations whose operators do belong to a union, and do not represent percentages of total stations in each group. In other words, in that group of over 250,000 population whose operators belong to a union, 53.58% belong to the IBEW, 32.14% belong to ARTA and 14.28% belong to some company union.

Union Affiliations At Stations Shown

W T M J Questionnaire Lists Data Covering Technicians

A LABOR survey of broadcast stations conducted by WTMJ, Milwaukee, under direction of Walter Damm, manager, reveals that about one of three members of the operating departments of clear channel stations belong to a union, one out of five belong in the case of regionals, and one out of 16 in the case of locals (see adjoining statistics).

In explaining the purpose of the questionnaire, Mr. Damm said: "The survey was made by us following our agreement with our operators, forming Local 715 of the IBEW. The questionnaire was mailed to all stations. The recapitulation of whether or not they belong to a union excludes network-owned and operated stations but all other data include them. The number of questionnaires returned is indicated in the survey."

The study was made in anticipation of requests that our operators might make following formation of their union and not with the view of furnishing an argument but rather of being of assistance in arriving at mutual benefits. The result shows clearly our scales are far above not only the average for the country but the averge for regionals, average for clear channels, and average for cities within 500 miles of Milwaukee of a comparable size."

Extent of the Survey

The survey is based on 223 returns to an exhaustive questionnaire sent to all stations, but noncommercial stations and those owned and managed by NBC and CBS are not included in the compilation of data. In compiling results, data were broken into two classes—clear, regional and local stations in the first group and cities of 250,000 or over, 50,000 to 250,000 and under 50,000 in the second group.

In the case of stations whose operators belong to a union, the questionnaire shows that International Brotherhood of Electrical Workers (AFofL) leads with about 50%, with American Radio Telegraphists Association (CIO) ranging from 18.18% of employes of clear channel stations through 30% at regionals and 33.34% at locals.

Wide Variance in Wages

Average wages for experienced operators were found to vary from 88.66 cents per hour at clear channels, 61.66 cents at regionals and 48.55 cents at local stations. Minimum pay is 42 cents at 2.86% of clears, 21 cents at 1% of regionals and 21 cents at 2.10% of locals. Maximum at clears is $1.50 an hour, at regionals 6.66 cents and at locals 48.55 cents.

In the case of stations having studios and transmitters at the same location, it was learned that 93.33% of regionals require transmitter men to handle studio control and/or transcription equipment while operating the transmitter and 84.90% of locals require similar service.

Operators must also announce at 8.57% clear channel stations, 36% of regionals and 47.37% of locals. Chief engineers devote full time to non-operating duties at 82.86% of clear channel stations, 45% of regionals and 14.74% of locals.

As the Convention Proper Got Under Way.

STANDARD RADIO INC.—Goes in for sex appeal and has a dainty miss distribute "inscribed" lollypops at convention. At the Standard exhibit are (left to right) Craig Campbell, KCRC; Steve Willis, WPRO; Mallory Chamberlin, WNBR; Milton Blink, Standard Radio; Milton Garber, KCRC.

The Sales Managers Division of NAB Holds Its Annual Meeting.

TRYING TO LOOK—As though they didn't know their picture was being taken are (left to right) Neal Weed, Weed & Co.; F. C. Eighmy, KGLO; Alex Sherwood, consultant; Gilmore N. Nunn, WLAP.

NEW ENGLANDERS—Jack Storey, WTAG, at left, and Paul (Fritz) Morency, WTIC, enjoy that "Once upon a time . . ." yarn.

LEIS—Pronounced "lays" were distributed in profusion by Fred Hart, KGMB, Honolulu, shown placing one on Don Graham, KOMO-KJR.

LOLLYPOPS—Standard Radio's confection enjoyed by (left to right) T. Frank Smith, KXYZ and KRIS; H. S. Vanderbie, Vanderbie & Rubens Inc., Chicago agency; Walter Rubens, Vanderbie & Rubens; Bernard Hanks, KRBC.

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SALES MANAGERS—On the rostrum of the animated panel discussion of sales methods and practices are (left to right) Mortimer Watters, WCHS; H. Coy Glidden, Glidden, Murphy & Neil Inc.; L. C. Venard, WCKY; Lew Avery, WGR-WKBW, chairman; J. Leslie Fox, KMBC.

SERIOUS TEXANS—Are O. L. (Ted) Taylor, KGNC, president of Texas Association of Broadcasters, at left, and Martin Campbell, WFAA.

STATIONS AND AGENTS—Listening attentively to Osborne B. Bond, radio executive of The Joseph Katz Co., Baltimore, second from right, are (left to right) Dick Mason, WPTF; Walter Biddick; Purnell Gould, WFBR, and Harry Stone, WSM.

MUTUAL GROUP—Corrals an account; left to right are Ade Hult, MBS; Ted Streibert, WOR; Fred Weber, MBS general manager; John Schreiber, Hamlins Wizard Oil Co.

LANG-WORTH—R. C. Wentworth (left) and C. O. Langlois at the exhibit of Lang-Worth Feature Productions' tax-free public domain transcription library.

Single Rate Structure Given Approval of Sales Manager

Recognized 4A Contract Form for Spot Business Advocated by NAB Division; Avery Named Head

Mr. Avery

WITH more than 200 station sales managers attending meetings, the Sales Managers' Division of the NAB held three sessions during the convention. Lew Avery, WGR - WKBW, Buffalo, was named chairman of the Division for 1937-8 by unanimous vote, his selection being subject to approval of an unnamed commercial committee of the NAB.

In a discussion of market research as related to radio, H. Coy Glidden, head of the Chicago market research organization of Glidden, Murphy & Weil Inc., stated that radio is the most effective medium today in covering the average market since the size of the average market is constantly increasing, with the result that newspapers and other media find themselves covering only a portion of the expanded market. He indicated that the number of markets is decreasing. He declared that the effective sales presentation should define the size of the market, the type of buyers, the habits of its people.

Speaking on national sales promotion especially as it applies to the smaller station, L. G. Venard, WCKY, Cincinnati, said the station must do a good job in local sales promotion, showing effectiveness for local merchants, before invading the national field. He emphasized the value of promoting the station through the medium of trade papers, together with the necessity for reaching national advertisers through local distributors, jobbers, and representatives.

4A Form Favored

In the only open forum of the first day that was put to a vote, the sales managers predominantly indicated their preference, in the acceptance of national spot business, for a contract form containing the basic clauses of the recognized 4A form.

In a discussion of local and national rates, during the second day, a definite trend toward closer interpretation of local rates was evident. Mr. Avery said this trend has developed since the Sales Managers Division was established and he plans increased discussion during the year.

Discussing transcription companies and advertising agencies that sell transcribed programs to local merchants, the sales manager condemned the tactics of some of these organizations in selling local merchants programs unsuited to their businesses and markets, often at a cost that makes sales effectiveness hazardous. A resolution was passed condemning this practice by some firms, and commending the transcription organizations and advertising agencies that cooperated with local stations in selling suitable transcribed services to local merchants.

Another resolution was passed declaring that no officer, sectional chairman or executive committee member shall serve in the same capacity for more than one year.

J. Burryl Lottridge, now with KOMA, Oklahoma City, who was instrumental in the formation of the sales managers' group but was not present at the convention, was accorded a unanimous vote of appreciation for his splendid activity and will be given a token of appreciation.

Most of the session was devoted to talks and discussion of local sales problems. Chairmen of the panel discussion was Mort C. Watters, WCHS, Charleston, W. Va. Scheduled speakers were Eugene Carr, WGAR, Cleveland, whose talk dealt with keeping the client sold. Craig Lawrence, KSO-KRNT, Des Moines, told how to keep the salesman producing. "Red" Cross, WMAZ, Macon, discussed promotion of the station locally to the listener. Frank Kelly, WHAM, Rochester, spoke on selling accounts not ordinarily considered as logical broadcast advertisers. William Cline, WLS, Chicago, gave a brief financial report showing that the Sales Managers' Division is solvent.

Progress of Division

In his report to the full convention June 23, Mr. Avery recounted the work of the division since its formation at the convention last year. Activity during the year, he said, has more than justified the division's formation.

The division, he declared, has concluded that the single rate, as opposed to the dual rate-structure, is an ideal that can be achieved in time. It also favors exclusive representation of stations as well as branch office representation for the larger station units. It has gone on record as opposed to any sort of business, such as "per inquiry" or "contingent" accounts, which does not accord with the station's rate card.

Two resolutions offered by the division were referred to the board of directors—one proposing a standardized scale of units of time for sale and of quantity discounts and the other dealing with spot announcements of less than five minutes. (These are published in the resolutions adopted at the convention).

MIKE and IKE—Confusion ran riot in the NAB engineering fraternity because of the presence of a couple of guys who might have been propagated by the same damped wave emission, or something. They are R. J. Rockwell (left, we think) technical supervisor of WLW's booming 500,000-watt job, and Lynne C. Smeby (yep, we're sure!), the technical supervisor of WXYZ, Detroit, and the Michigan Network.

NAB Signs 50 Stations For Public Domain Discs During NAB Convention

DURING the convention nearly 50 stations signed up for the NAB transcription library which already numbers 20 hours. At the same time, James Baldwin, managing director of the NAB, made public for the first time the name of the recorder, E. V. Brinckerhoff & Co. Inc., New York transcription organization. The transcriptions were cut under the direction of M. P. Frutchey Jr., chief engineer for Brinckerhoff, and processed and pressed by the Clark Phonograph and Record Co., New York.

Stations subscribing to the service, officially known as the NAB Bureau of Copyrights Inc., are: KALE, WLVA, WCKY, WSM, WRC, WGH, KSTP, WDBO, KFXD, WCBM, KMBC, WOW, WHO, KXL, KFEL, KONO, KGVO, WKBN, WSFA, WGAR, WBAP, WJSV, WAAF, KGNC, WDGY, WIBW, KMMJ, KOL, WEED, KWKH, WMC, WHDL, WHB, KSL, WDBO, KFXD, KONO, KGVO, WKBN, WSIX, WSJS, KFYO.

CONTRACTS — For another year of Dr. Caldwell's *Monticello Party Line* and signed in convention hotel room by Don Searle, WIBW (left), and Randy Ryan, KMMJ (center), with Ted Enns, Kramer-Crasselt Adv. Agency.

Promotion Expert Advised for NAB

Directors Also Act Favorably On Award of Merit Proposal

APPOINTMENT of a director of advertising for the NAB, to work under the supervision of the managing director to advance the art of broadcasting, was recommended by the Committee on Sales Promotion in its report June 23, delivered by its chairman, John J. Gillin Jr., manager of WOW, and newly-elected first vice-president.

The board, at a meeting held the same day, authorized the executive committee to proceed with such an appointment if it deems it feasible and if funds are available. A limit of $7,500 was placed on the salary of such an employe.

The committee also recommended a radio award of merit for consideration of the board. There were two ideas for such an award, one to be based primarily on commercial program structure from the standpoint of sales effectiveness as well as entertainment value, and the other that the award should be based primarily upon civic or community service of an outstanding character such as the work of WHAS, Louisville, during the flood.

The commercial program award would be for programs produced by individual stations. The committees making the award, it was recommended, should comprise three advertising club members, a cleric or educator, a radio editor, and a member of the State Federation of Women's clubs. The second award, for civic and community service programs, would be made by a similar committee.

Power vs. Coverage

Other subjects discussed were the relative value to the advertiser of rated power, as against actual coverage, methods of arriving at sound conclusions, and general industry promotion plans. In the latter case, Mr. Gillin described the convention exhibit of promotional and advertising ideas, devised by a subcommittee headed by Howard Peterson, promotion manager of WOW. The display of promotional literature was the first ever made at an NAB convention. Mr. Gillin predicted great improvement next year in the exhibit.

Apropos power vs. coverage, Mr. Gillin said there was a definite division on view on the committee, One faction held that agencies should be impressed with the difference between power and frequency for coverage purposes and should consider actual coverage instead of the much-ballyhooed high power stations on less desirable frequencies.

Another committee group said it was anxious to see a thorough discussion of the relative value to the advertiser of rated power as against actual coverage. It held it would be desirable to have some competent person prepared to discuss all the chief methods of measuring actual coverage, on the theory that nothing would help advertisers more than to educate them on all factors bearing on actual coverage. A third faction recommended that efforts be made to adopt a definite formula for computation of station coverage.

It was finally recommended that the Research Committee be given authority to handle whatever problems arise in regard to the question.

WESTERN ELECTRIC—And Graybar representatives from all over the country are on hand to contact prospects. In the center in white suit is A. J. Eaves, head of Graybar's main sales office in New York and chief of delegation.

COLOR MOTIF—Collins Radio Co. displays transmitters in terra cotta and blue grey instead of conventional black and grey to get reaction of conventioneers. In lower row (left to right) are Charles Quentin, WMT; L. M. Craft, T. M. Bloomer and Frank Davis, Collins Co.; R. B. Malcolmson, WTAD; J. F. Byrne, Collins. Upper row: Tom Rowe, WLS; Arthur Collins, Arnold Pyle, Clair Miller and Fred Miller, Collins Co.

GATES—Displays its transmitter equipment. Left to right: Lewis Newman, The Daven Co.; J. D. Bloom Jr., WWL; P. S. Gates, Gates Radio & Supply Co.

GRIMLY—Managing Director James W. Baldwin tells the broadcasters the troubles they face.

FIREBRAND—Defeated with his independent slate for the presidency, Ed Craney, KGIR, nevertheless insists he will carry on his fight against ASCAP.

"I TELL YOU"—Says Robert E. McDowell, WCBI (left), discussing things with A. P. Cox, Cox & Tanz, at the NAB promotion exhibit.

A GOOD ONE—Being enjoyed by (left to right) Ed Flanigan, WSPD; Ward Dorrell, WOWO-WGL; J. H. Ryan, WSPD; Roy Radner, WIBM.

CORRIDOR GROUP—Left to right: Frank Headley, Kelly-Smith Co., New York; Lloyd Thomas, WROK; Dwight Reed, Kelly-Smith Co., Chicago; Glenn Griswold, KFEQ; Walter Koessler, WROK.

PRESTO—Exhibits recording apparatus which is gaining wider use in stations. Left to right: R. F. Brock, Chicago; Mark Hawley, Transradio Features; R. C. Powell, New York.

GEORGIA GROUP—Left to right: Former Radio Commissioner Harold A. Lafount, representing Bulova radio interests, including the new WAGA, Atlanta; Lambdin Kay, WSB; Maurice Coleman, WATL; Niles A. Metzger, WRDW; James Woodruff, WRBL.

O. M. HOVGAARD—Bell Laboratories engineer standing beside the new 110A program amplifier developed for Western Electric under his direction.

AT NAB EXHIBIT—Norris L. O'Neil, WSJS (left) meets Henry Johnston, WSCN.

At the Convention Registration Desk

WHO'S WHO—At WHO, Des Moines. Left to right: Ralph Evans, WHO and WOC; Col. B. J. Palmer, chief owner of WHO - WOC; Hale Bondurant, WHO.

XUM

Musicians Defer Definite Step Toward Control of Recordings

Petrillo Stands by Attitude Although Admitting His Ban Has Cost Chicago Members Revenue

By PAUL HUGHES

CLOSING the 42d annual convention of the American Federation of Musicians in Louisville June 19 with the demand that a firm stand be taken on "canned music", delegates voted to call a special meeting to settle the question, once and for all, unless the international executive board was able, within 30 days, to evolve a definite program for bringing recordings under union control.

Leader in the fight against recordings and electrical transcriptions was James C. Petrillo, president of Chicago local, No. 10. Virtual dictator of the professional musical world of the Windy City, Mr. Petrillo absorbed more than an hour-and-a-half in placing his findings before the body.

" 'Canned music' was indicted by musicians years ago," he said. "Its hearing can be postponed no longer. We must bring this wage thief to trial today."

Cites Chicago Experience

Drawing an example which, he said, was based upon personal observation in Chicago, Mr. Petrillo declared that one recording alone, for which an orchestra might receive $1,000 to $1,500, means an eventual loss of approximately $1,500,000 in wages by the time it is ready to be discarded.

The Chicago local declared open war Jan. 1 on electrical transcriptions and recordings of every other nature, with notice to various recording concerns that a ban would go into effect Feb. 1, Mr. Petrillo explained.

A month later the companies called for a conference, he said, in hope of reaching some working agreement with the union, but the local having declared itself stood its ground with the result that recordings came under the "rigid control" of the federation.

"It is not our intention to stifle 'canned music' altogether," he pointed out, "but rather to prevent it from interfering on such a large scale with our working musicians."

Backing Mr. Petrillo in his fight for a special convention if the board failed to take definite action, Charles L. Bagley, Los Angeles attorney and international vice-president, declared, "Recordings put a man in competition with himself, and that is a bad situation.

"It may take a man years to develop a particular style or acquire outstanding proficiency on an instrument, and yet, as the result of recordings, the very making of which is frequently unauthorized, the artist is unable to find a market for his talents, or adequate compensation for his work, even though the air is filled with his music.

"Even worse than this, some radio stations have been known to make recordings while a musician is broadcasting and later to play the selection without his consent or without paying the artist a cent for it," Mr. Bagley said.

A complementary resolution to the one placing "canned music" in the hands of the board, both of which were unanimously passed by the delegates, left for their immediate action the newly born problem of "dubbing". This is the term used in Hollywood for substituting portions of the sound track of one film on the sound track of another picture.

"This, too, is an infringement upon the rights of musicians," Mr. Bagley said. "Such a practice would be unthinkable in the field of writing and should be equally so in music."

Craft Union Favored

With more than 1,200 guests and delegates in attendance, greatest number in the federation's history, the convention had been looked forward to as one of the most important to be held in many years. This was true not alone because of the fight on transcriptions, but as much because of a feeling on the part of a great many that the question of AFofL affiliation versus CIO would unquestionably come before the body.

However, in complete control of his organization, President Joseph N. Weber, reelected for his 38th consecutive term, steered clear of the issue.

"There is room for both forms of organization, craft and industrial," he said, "as long as they do not trespass upon each other's organizations. If the latter should happen, which we hope will be avoided, then all the workers will suffer; none but the employer profit.

"The federation prefers the craft union for themselves, I'm sure. Only in this way can musicians hope to have a voice in the affairs of organized labor."

Between the 100 resolutions considered by the 520 delegates were talks by Vincent L. Miles, Washington, member of the Social Security Board, and Gen. Sam T. Ansell, also of Washington, federation attorney, on the fine points of the program and its application to musicians, particularly to orchestra leaders as employers.

Outlining AFM achievements through the years. Mr. Weber described the institution's efforts to raise the nation's cultural standards through its music.

"At one time the country was practically without top-flight musical talent, partially because of the strangle hold maintained on our symphonies by foreign artists. Today we have more representative orchestras than can be found in all European countries combined," he said. "Nor is their artistic standard surpassed by the most renowned European musical organizations of the same kind."

Growth of the union was reported with the gain of 7,000 members during the year, bringing the total to 119,960 in this country and Canada. Cash and investments on hand were shown as $1,454,864.

A $250,000 trust fund was set up for Mr. Weber and his wife, in recognition of his service with the federation. Tampa, Fla., was selected as the 1938 convention city.

* * *

Fight to a Finish

Should the executive board, of which Mr. Petrillo is a member, fail to take a definite stand on the transcription and recording question by July 19 a special convention will be called by President Weber with the likelihood that the AFM delegates will assemble in Chicago about Aug. 1.

Mr. Petrillo declared that come what may he is determined to carry this fight to employ more musicians to a finish. He said he realized that up to now his ruling has cost the Chicago members considerable revenue but that he was willing to make this sacrifice for the benefit of union musicians all over the country. "Whatever employment we may forfeit," Mr. Petrillo predicted "as a result of our refusal to make further recordings, is a sacrifice which we feel will make for our own good in the long run."

Further emphasizing his stand, he said: "If local 10 (Chicago) were concerned only with its own selfish interests, it could have entered into satisfactory arrangements with the recording companies in Chicago to make the recordings in question right here in this jurisdiction. But this is not a fight for Chicago alone. It is a fight in behalf of increased employment opportunities for musicians all over this country and Canada. We are fighting, not only for our own local, but for every local in the American Federation of Musicians. Our position is open and above board. We have taken a stand which involves a great sacrifice on the part of our own members. It it a fight to the finish which we have started, and we intend to go through with it. Our determination to protect every local involved explains why we could not come to an agreement with the recording companies of Chicago."

Representatives of transcription companies in Chicago, who preferred not to be quoted, expressed disappointment that the transcription problem was not brought up during the NAB convention inasmuch as it is of such vital concern to stations all over the country. Should the Petrillo plan be put into effect, it will mean a considerable boost in salaries in station payrolls inasmuch as salaries for the musicians used in the recording must be paid by the station to musicians in their own city.

One transcription company in Chicago has started negotiations with the American Musicians Union, recently recognized by the CIO. With AMU rates much lower than those of the Chicago Federation of Musicians, the transcription company believed it would get a better deal from the CIO union.

Toots His Horn

JAMES C. PETRILLO

Joint Audit Group Perfecting Formula For Radio Studies; Peter Reappointed

P. F. Peter

A DECISION to continue the studies it has been carrying on in New England and possibly to extend them to include other sections of the country and the reappointment of Paul F. Peter as director of the work were the chief results reached at a meeting of the Joint Committee on Radio Research, held June 25 in New York.

Mr. Peter's reappointment is for six months, or until Dec. 1, 1937, his previous term having officially expired on June 1. The committee's studies of listening areas, or station coverage, indicate that it has found a formula that can be generally applied, but there are several points that need clearing up before a definite recommendation is made. Mr. Peter believes the committee will be able to settle these questionable points within the six-month period and that by Dec. 1 it will be prepared to turn its formula for measuring listening areas over to the AAAA, ANA and NAB, which organizations are joint sponsors of its work, with the definite recommendation that this formula be used for measuring the coverage of all stations in the same way as the Audit Bureau of Circulations applies its formula to all publications.

More work will also be done on the two other fields which the committee is investigating, the charting of listening habits and the surveying of the number and distribution of radio receiving sets throughout the country. The committee will also investigate the possibility of preparing and issuing a statement of the distribution of radios as of Jan. 1, 1938, similar to the radio census it issued in 1936.

Because the meeting had been called so soon after the conclusion of the NAB convention in Chicago, James W. Baldwin, managing director of the NAB, was unable to attend. Arthur B. Church, KMBC, and J. O. Maland, WHO, also were unable to come to New York. The broadcasting interests at the session were represented by H. K. Boice of CBS and Roy C. Witmer of NBC. Stuart Peabody, Borden Co.; H. M. Leister, Sun Oil Co.; Chester Lang, General Electric Co.; and A. W. Lehman of the ANA headquarters staff (present as an observer but not voting) represented the ANA. Members present for the AAAA were John Benson, president of the AAAA and chairman of the Joint Committee, and L. D. H. Weld, McCann-Erickson Inc.

Dudley Lock Plans

DUDLEY LOCK Corp., New York, is planning a national campaign in the fall, placed through Bachenheimer, Dundes & Frank Inc., New York. During the spring this company sponsored a series of five-minute transcribed dramatic programs, *Criminals at Bay*, broadcast four times weekly on WMCA, New York.

Petry to Organize Affiliate Concern

Three Classes of Spots Put Under National Rates

FORMATION of a new radio station representation firm, to be affiliated with Edward Petry & Co. and to represent all classes of stations, including locals, is planned by the Petry interests before the end of the year. This was disclosed by Mr. Petry June 21, following a luncheon meeting at the Convention of representatives of the 40 Petry stations.

The stations raised no objection to the plan, which is still in its formative stages, Mr. Petry said, but the company has no intention of adding stations in markets competitive with the regular Petry stations. It is possible, Mr. Petry added, that about five of the stations represented by Edward Petry & Co. will form the nucleus for the new concern, thus reducing the present Petry list.

The firm will probably be known as Christal, Petry & Voynow, but the name is not definitely decided. It will have a separate manager and its own staffs in the same cities in which Edward Petry & Co. now has offices. Exclusive representation is planned.

During a discussion of national vs. local rates at the meeting, it was agreed that all the Petry stations would make their national rates apply to the following classes of business: Any tailor-made transcription, regardless of who places it; any live-talent program or announcement that includes mention of a national advertiser's name; all network tie-in announcements.

Representative Method For Handling National Sales Called Essential

NATIONAL sales representation, whether through exclusive representation firms or by branch offices, is viewed as essential by the NAB Committee on National Sales Methods and Costs, in a report submitted to the annual convention June 23 by Carl Everson, WHKC, Columbus, chairman.

The committee, he said, feels that stations must justify the attention of national advertisers and that the only effective means is through representation. A few of the larger stations have found the branch-office method most effective, but regional stations have found in national representation the answer to their problem. The amount of commission to be paid representatives, the committee concluded, should be in relation to the status of the station, its market and other factors, but in no event greater than 15%.

Further study should be made of the cost of selling national spot business, Mr. Everson reported. The committee recommended that agency recognition methods be set up locally through cooperation with other media, as in Cleveland. It recommended abolition of "bulk sales" or the selling to an individual or firm of a block of time for resale to others. Pointing to the danger of such a practice, Mr. Everson said the station by so doing actually leases control of its time.

RADIO PROMOTION EXHIBIT—Occupied one big room of the Sherman convention floor and attracted hundreds of visitors. These are the men who made it possible (left to right) Dick McBroom, John Blair & Co., Chicago; Wayde Grinstead, WBBM-CBS; John J. Gillin Jr., WOW, chairman; Howard O. Peterson, WOW; M. F. Allison, KMBC.

Gradual Change in Allocation Is Seen By Judge Sykes in Address to NAB

ASSURANCE that the FCC does not contemplate any "drastic reallocation" of broadcast facilities, but will make "step by step," only such changes in policies and regulations that are deemed advisable was given broadcasters June 21 by Judge E. O. Sykes, chairman of the FCC Broadcast Division, in the principal address before the Chicago convention of the NAB. FCC executives attending the convention with Judge Sykes were: John B. Reynolds, assistant secretary; A. D. Ring, assistant chief engineer for broadcasting; and George B. Porter, assistant general counsel for broadcasting.

Referring specifically to the "reallocation hearings" of last October, and the engineering recommendations now pending before the Division he heads, Judge Sykes said the general feeling is that the FCC engineers have done an excellent job in their recommendations. These urged a gradual "evolutionary" change in the existing structure, but recommended reduction in the number of clear channels from 40 to 25, with the setting up of six classes of stations instead of the present four. On the issue of super-power of 500,000 watts, the Engineering Department said this was "engineeringly feasible" but the economic and social issues transcended the purely technical and should be decided by the FCC itself as a matter of policy.

In an address titled the "Duty and Responsibility of the Broadcaster," Judge Sykes delved into programming of stations and the diatribes of critics of the "American Plan" of broadcasting. Admonishing broadcasters they must perform the best public service job they can, the Broadcast Division Chairman asserted that the primary consideration in holding a license is public service.

Serving the Public

"While under our plan of broadcasting the stations must be self-supporting by their sale of time, yet you must bear in mind that this is but an incident and that your main object and purpose is one of public service. In fact, the better service you render the more popular becomes your station and the larger becomes your listening audience, hence the easier for you to obtain the necessary advertisement."

Commending the industry for the remarkable strides made during the last 10 years, Judge Sykes said, however, there is room for greater improvement not only in FCC regulation of the art and industry but in the nature and character of the programs of stations.

"The best answer to make to those who are not satisfied with our American system of broadcasting is to render such a wonderful public service that these criticis may, in the course of time, be silenced. * * * You should carefully familiarize yourself with your communities and see what local service you may render them and since your programs are going into these homes you must consider good taste. Certainly when broadcasting a dinner program it should not be interspersed with advertising announcements which would tend to destroy the appetites of this audience. You must be just and fair to everyone in your community and your editorial policy should be one to bring about closer cooperation and not to stir up strife therein. You should build up and not tear down."

The work of radio during the flood on the Ohio and Mississippi Rivers last February elicited the approbation of Judge Sykes. Stations, he said, were a source of "inestimable assistance in preventing loss of life and property and by keeping the public posted on the exact stage of the flood."

In the latter connection, he advised that the FCC's engineers are now studying plans for the better cooperation of all radio facilities and relief organizations in times of emergencies.

Judge Sykes touched briefly upon visual broadcasting. Mentioning the new regulations adopted a year ago covering television and facsimile experimental operations, he said in connection with facsimile, or record communication of still images by a photographic process, that the FCC Broadcast Division "is very interested to know whether the general public wants a facsimile broadcast service, and if such a service can be supplied at this time."

THE WORLD'S tallest neon sign, consisting of the letters "RCA" in 24-foot letters on the north and south sides of the RCA tower in Radio City and in 18-foot letters on the west side, was dedicated June 28 in a ceremony broadcast on NBC-Blue. David Sarnoff, President of RCA, and Grover Whalen, head of New York's 1939 World's Fair, participated.

John Blair & Co. Form Subsidiary for Programs

Mr. Owen

BLAIR PRODUCTIONS, a subsidiary of John Blair & Co., has been formed in Chicago with Del Owen, former WGN program director, in charge. Owen has for the past two years specialized in production of sales conventions and the introduction of showmanship in building sales appeal to employes and customers alike. The use of dramatizations, recordings and motion pictures to enhance methods customarily employed has ben found most effective.

In explaining the purpose of the company, John Blair, president of the station representative firm bearing his name, said:

"We find that in many cases, individual stations have developed programs for local sponsorship which have had such outstanding success that they merit the attention of national advertisers. On the other hand, we believe there is much potential spot business which falls by the way simply for lack of new and effective ideas through which it may be placed. By means of Blair productions, we aim to close this gap."

The new company will pick the best sustaining programs being presented on the Blair list of stations and compile complete data on the shows so as to have it instantly available for prospective advertisers. Blair Productions will also serve as a program idea clearing house for stations on the Blair list and will originate spot campaign ideas both for advertisers and to aid Blair salesmen in selling spot time.

WBIL Planned as Key Station of Bulova Net

WITH THE acquisition of WLWL, Paulist Father station in New York, by Arde Bulova, New York broadcaster and watch manufacturer, call letters of the station on June 17 were changed to WBIL. The station, operating daily except Sunday from 6-8 p. m., plus a Friday afternoon hour from 2 to 3, and on Sundays from 3:15-4:30 p. m. and 8-9:30 p. m. on 1100 kc. clear channel with 5,000 watts, is being managed by John Iraci, general manager of WOV and owner of WPEN-WRAX, Philadelphia. Programs of WBIL originate from the WOV studios at 132 W. 43rd and follow the program policy of WOV which divides its time on the air about equally between English and Italian programs. WBIL continues to use the WLWL transmitter at Kearney, N. J.

Plans are under way for acquisition of full time by WBIL on the 1130 kc. channel through an arrangement with WPG, Atlantic City, and KSL, Salt Lake City, with the objective of making the station the key of an Eastern Seaboard network embracing stations in the Bulova-Iraci group. Harold A. Lafount, former radio commissioner, is identified with the Bulova project in an executive capacity.

OWED to CBS by the Democratic National Committee was $18,860.31 as of March 31, according to the Committee's quarterly report filed with the clerk of the House. The debt is a remnant of the last campaign.

AFA Seeks Restored Faith in Advertising

Press Group Discusses Value of Radio to Newspapers

RESTORATION of confidence in advertising on the part of the consumer as the biggest job the advertising has to accomplish, was the keynote of the 33d annual convention of the Advertising Federation of America at the Hotel Pennsylvania, New York, June 20-23. Speaker after speaker discussed the growing skepticism regarding the claims of advertisers and the urgent duty of advertisers, advertising agencies and advertising media to present their side of the story and to rebuild public faith in advertising's service to the consumer as well as to the producer unless they want to see markets growing slimmer and jobs fewer.

One means of consumer education that has been carried on by the AFA was cited by E. H. McReynolds, president, in his annual report—the *Short Talks on Advertising* carried on for four years and succeeded this year by *Industry Talks*. The 70 brief talks in this five-year series have been broadcast by nearly 250 radio stations located in all 48 states and have been printed in more than 500 publications and used as teaching material in several hundred high schools and colleges, he said, as a eans of showing the functions formed by advertising in develg industry and serving the lic. The broadcasts were pred in most cities by local inrial leaders and have had a y favorable effect on public pinion, he stated.

Indications that this work must be extended much further, however, were given at a joint men's and women's advertising club breakfast on Wednesday, when by more than two-to-one vote the delegates expresed their belief that public confidence in advertising is decreasing. The convention voted to continue and expand these talks during the coming year.

Radio Entertainment

Since the AFA convention coincided with that of the NAB few radio personalities were included in the approximately 1,500 advertising men and women who attended the general and departmental sessions. The subject of radio, however, was touched upon at a number of meetings, as reported here, and as usual the broadcasters were called upon to furnish talent for the two evening entertainments of the convention. WMCA supplied the talent for the Sunday evening social gathering and NBC furnished the enertainment and orchestra for the Tuesday evening party. CBS was present as an exhibitor, with a display of its recent publication *Radio in 1937*. WMCA also broadcast portions of the luncheon sessions on Monday and Wednesday, the latter also being broadcast by WOR-MBS.

Radio's Feminine Influence

Answering the question "How can radio programs be used as a means of influencing women to believe in advertising?" Florence Cox, owner of MacManus-Cox Co., Detroit advertising agency, and president of the Women's Advertising Club of Detroit, told a Monday breakfast meeting of delegates from women's advertising clubs that the modest radio campaign carried on in Detroit during the last three years had aroused considerable interest among housewives. The first year, Miss Cox stated, her club broadcast 11 five-minute talks on advertising fundamentals and one 15-minute interview with Mrs. Anna Steese Richardson of the *Woman's Home Companion*.

The second year four 15-minute discussions of advertising were broadcast, each a three-way conversation between representatives of the advertising club, women's clubs, and home economic clubs. This year the club is using a series of short spot announcements, slogans pointing out the value of advertising in lowering prices and raising quality. All Detroit stations are cooperating with the club in presenting these broadcasts, she said, adding that many requests for additional information had been received from women listeners as a result.

Helen Johnson of Cleveland said that WGAR in that city had given time to help the advertising club promote the value of advertising to the consuming public. Miss Cox then urged that the national women's advertising club work out a plan for extending this radio education throughout the country.

Fraudulent Advertising

At another Monday morning breakfast held by the men's advertising clubs, Neal Barrett, manager of KOMA, Oklahoma City, and governor of the 10th district of the AFA, told of the vigilance work done by advertising men in the Southwest to keep fraudulent advertising off the air and out of the newspapers, with advertisers, publishers and broadcasters cooperating to force city councils to pass ordinances for the prosecution of crooked advertisers. In six months after the passage of such an ordinance in Oklahoma City, he said, $175,000 was diverted from illegitimate to legitimate advertising channels.

SCRIPPS & HOWARD—Scions of famous families meet at NAB convention. Left is Jack Howard, Scripps-Howard Radio Inc., shaking hands with William J. Scripps, WWJ.

Radio as an aid in newspaper promotion was discussed at a clinic breakfast of the National Newspaper Promotion Association on Tuesday. The hour session was led by Jake Albert, promotion manager of the *Detroit News* which also operates WWJ, who outlined the extensive use of radio promotion made by his newspaper. In addition to two news periods daily, frequent spot announcements, and a number of weekly hour and half-hour feature programs sponsored on WWJ by the *News*, Mr. Albert said that he frequently buys time on other stations as well, and in one instance purchased the same evening half-hour on every station in Michigan to announce the paper's acquisition of a weekly magazine section. The use of radio as a direct selling medium for both circulation and advertising space was also discussed. Considerable interest was expressed in the plan for increasing classified advertising through broadcasting dramatic skits based on tragic situations happily solved through the insertion of a classified ad, which several papers have used successfully.

Attending the breakfast meeting in addition to Mr. Albert were Wayne Tyss, *Minneapolis Star*; F. B. Roggers, *Everybody's Daily*, (Buffalo); John Stafford, *Rockford* (Ill.) *Star*, affiliated with WROK; Bradford Wyckoff, Record Newspapers, Troy; Charles L. Baum, *Portland* (Ore.) *Journal*, affiliated with KOIN and KALE; Sidney Phillips, *Columbus Dispatch*, affiliated with WBNS.

Radio Awards

Award of the better copy committee of the Public Utilities Advertising Association for the best radio program sponsored by one of its members was presented at the Tuesday meeting of this group to Pacific Gas & Electric Co., San Francisco, for its weekly historical program series. Each program is based on an actual event which occurred in a city within the Bay region served by the company, the stories used being submitted by listeners, who are awarded prizes. This plan insures a substantial audience in at least one community for every broadcast. Second award went to the Philadelphia Co., Pittsburgh, for its variety program.

Kenneth Magers, Cincinnati Gas and Electric Co., who was elected president of the utility group for the coming year, discussed his job during the recent flood and urged others who were faced with catastrophies not to overlook radio as a means of information and to have their staffs equipped to write news for the air as well as in print.

A compliment and a warning for broadcast advertisers were delivered by Mayor LaGuardia of New York at the final general session of the convention on Wednesday. He praised the advertisers for the fine entertainment they are making available to people ordinarily cut off from contact with good music and drama, contrasting the farm home of his own boyhood days when the chief form of home amusement was reading the mail-order house catalogues with the present, when the best of music is available at the turn of a switch. But he warned them not to overexploit the juvenile market. "Don't oversell to children," he said.

Uniformity in Presenting Market Data Urged at Pacific Advertising Session

ONE OF the most successful conventions in the 24 years history of the Pacific Advertising Clubs Association was concluded at Salt Lake City June 17 with 400 registered delegates either continuing on to the NAB convention or returning to their desks on the Pacific Coast.

The best attended departmental was radio presided over by Earle J. Glade of KSL in the absence of Harrison Holliway, chairman. Feature talks were made by John Dolph, assistant to the vice-president of Columbia in charge of the Coast office. His subject was "The Future of Radio." Harry Anderson, Pacific Coast sales manager of NBC, read a paper on radio research prepared by E. P. H. James, sales promotion manager of NBC. A visual sound on slide film prepared by John Blair & Company was shown by Lindsey Spight, Coast manager for Blair.

The outstanding talk of the departmental was that presented by Anne Director, time buyer for the Pacific Coast offices of J. Walter Thompson Co., San Francisco. Miss Director pointed out the need for uniformity in the presentation of station coverage data. She said, "From my experience as a time buyer there are many more important factors in selecting stations than coverage but it is best adapted to factual uniform presentation in map form. Furthermore it is hardly enough to present a field strength survey although we place a great deal of reliance in them. Our opinion is that both field strength survey and mail maps are necessary in determining accurately not only where the station can be heard but where it is actually listened to regularly."

Following her talk it was agreed that her paper, illustrated with actual enlarged maps, should be passed on to the commercial section of the NAB for appropriate action and recommendations which would lead to greater uniformity in the presentation of coverage data.

After the radio departmental S. S. Fox, president of KDYL, was host at a cocktail party to which the entire convention delegation was invited.

Among the outstanding general sessions features was a debate on the question "Resolved that fair trade legislation favors private brands to the detriment of nationally advertised brands." The debate presented by the San Francisco club, was won by the negative with a three man team composed of Fred Crawshaw, advertising manager of the Owl Drug stores, Lindsey Spight of John Blair & Company, and Elliott C. Hensel, advertising director of the *Oakland Tribune*.

The PACA convention will be held in Los Angeles next year with Louis Koch of Long Beach, president of the association for the coming year.

Resolutions Adopted or Referred by NAB Convention . . .

Government Station

Whereas, there has been introduced into the Congress of the United States a bill known as the Celler Bill, which would authorize the construction, maintenance, and operation of a government broadcasting station,

Whereas, the existing system of broadcasting in the United States makes available to the various departments of the government ample time for broadcasting either domestic or foreign programs,

Whereas, the existing system of broadcasting in the United States affords to the departments of the government the greatest possible radio audiences,

Whereas, the operation of a broadcasting station by the Office of Education is opposed by all existing Federal and State laws respecting education,

Whereas, due to its official status, there would be great danger of utterances over such a station giving offense to friendly nations, and creating unnecessary international incidents,

Whereas, the enactment of the bill would result in a useless and extravagant expenditure of public funds,

Now, therefore, be it resolved, That the NAB express its opposition to the passage of this bill, and instruct its board of directors to use all legitimate means to cause its defeat, and urge the members of the NAB to encourage their members in Congress to oppose the passage of this bill.

Discounts on Spots

Referred to board of directors.

The Sales Managers Division of the Commercial Committee in meeting in Chicago, Jan. 18 and 19, 1937 respectively direct to the attention of the Commercial Section of the NAB that considerable confusion exists in the broadcasting industry with respect to whether announcements or spots should be combined with program units of time of five minutes or longer in the matter of figuring discounts. It is our recommendation that announcements or spots of less than five minutes duration should not be combined with units of five minutes or longer in the matter of figuring discounts. We propose that announcements or spots of less than five minutes duration should be combined in figuring discounts and that units of time of five minutes or longer should be combined in figuring discounts.

Education Fund Approved

Whereas, the Federal Radio Education Committee, acting through a select committee, has agreed that certain specific projects should be carefully studied,

Whereas, at a cost aggregating approximately $250,000 certain foundations have agreed to contribute approximately $167,000, it is resolved that all broadcasting stations should be invited to contribute a total of approximately $83,000 over a period of two years as the broadcasters' share of the expense of these investigations. Resolved further that the board of directors devise a formula whereby the contributions of each broadcaster will be on an equitable basis.

Three-Year Licenses

Resolved, That the NAB reiterate its position as favoring the issuance of radio station licenses for a term of at least three years.

Director's Acts Approved

Resolved, That the official acts of the managing director since the 14th annual convention be and the same are hereby approved.

Standard Units of Sales

Referred to board of directors

The Sales Managers Division of the Commercial Committee of NAB registered its approval of the purpose of the resolution passed by the NAB in convention at Cincinnati in 1934, which proposed a standardized sale of units of time for sale and quantity discounts.

Since that time considerable progress has been made by the broadcasting industry and there is now a definite attitude on the part of the broadcasters, as well as an expressed desire by many advertising agencies, to standardize even more definitely the matter of units for sale and quantity discounts.

Therefore, the Sales Managers Division in meeting in Chicago, January 18 and 19, 1937 respectively submits to the Commercial Section of NAB for early consideration the following units of time for sale and quantity discounts:

a — Units of time for sale
1 hr.
½ hr.
½ hr.
¼ hr.
5 min.

b — Quantity discounts
13 times — 5%
26 times — 10%
52 times — 15%
100 times — 20%
300 times — 25%

Regarding announcements, we believe that further consideration should be given toward standardization.

We further believe that all rate cards should be printed to show the actual rate or cost after application of the above quantity discounts.

Anti-ASCAP Suit

Resolved, That the NAB encourage the prosecution of the United States suit against the American Society of Composers, Authors & Publishers.

Duffy Copyright Bill

Resolved, That the NAB as an organization, use all legitimate means to further the passage of the Duffy Copyright Bill, and urge its membership to encourage members of the Congress from their districts, to support this bill.

Bureau of Copyrights

Resolved, That the NAB approves of the action taken by the board of directors in respect to the organization of the NAB Bureau of Copyrights Inc. and the transferring of the property and activities of the Bureau of Copyrights to the new organization and urges the wholehearted support to that organization of all our members.

Copyright Per-Piece

Resolved, That the board of directors of the NAB be directed and are instructed to carry on negotiations with copyright owners to the end that a per-piece or measured service plan be obtained.

State Copyright Committee

(Proposed by E. B. Craney, KGIR, Butte)

Referred to Board of Directors

Whereas, the Copyright Act of 1909 was enacted at a time when radio broadcasting was unknown and in the application of such act to radio broadcasting as it exists today, numerous injustices have been complained of by both user and owner of copyrighted material, and

Whereas, the diversity of state legislation effecting copyrights and other problems of the broadcasting industry makes it advisable to coordinate information on these subjects for the benefit of all,

Therefore, be it resolved, That a committee composed of one member of the NAB from each state be appointed and that each such member be pledged to respond to committee call, each such committee member to serve without compensation but with traveling and hotel expenses to be set and paid by the NAB when such committee members are traveling pursuant to official call, and it shall be the duty of each such committee member to gather and furnish information on questions of copyrights and other problems of broadcasters, and that the activities of this committee shall be coordinated by suitable counsel engaged for that purpose.

Industry Publicity

Referred to Board of Directors

Whereas, we believe it is for the best interests of the NAB, as a trade organization, to promote the broadcasting industry of the United States at all times in the best possible manner,

Therefore, Be it Resolved, that a director of the Advertising Bureau of NAB be employed by the NAB, to work under the supervision and direction of the managing director, to advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States.

October Allocations

Referred to board with instructions to act prior to Pan American Conference in November.

Whereas, considerable progress has been made during the last few years by the radio engineering profession, and a great deal of data has been obtained concerning the laws governing radio propagation, interference, receiver selectivity, and the operating characteristics and efficiency of radiators, and

Whereas, the FCC through its engineering department has demonstrated its progressiveness and aided the broadcast industry greatly by its actions in holding hearings, and otherwise, in accumulating advanced engineering information and correlating the same, and

Whereas, the *Preliminary Engineering Report on Allocations* made public by the Commission's Broadcast Division on January 14, 1937, meets with the general approval of the engineering profession, and

Whereas, the NAB approves this report because it is based on sound and basic engineering principles, and

Whereas, there is a definite need in the broadcast industry for such improvements as will be possible by the adoption of these principles in the Commission's regulations.

Now, Be It Therefore Resolved by the NAB that the FCC is hereby petitioned by the NAB to accept the report and to incorporate into its regulations the basic principles of said report.

1500-1600 kc. Band

Referred to board of directors.

Whereas, the present broadcast frequency band, 550-1500 kc. is now occupied by an almost maximum number of stations, and

Whereas, there is at present no satisfactory allocation agreement between the United States and other North American countries, and

Whereas, in the present situation interference exists on some broadcast channels,

Now, Therefore, Be It Resolved by the NAB that the FCC be requested to use caution in granting applications or in making changes in allocations in the frequency band 1510-1600 kilocycles, or in other new bands that may be used for broadcasting, in order to prevent action which would interfere with a satisfactory solution of the problem of North American allocation pending the Pan American Conference called for November, 1937.

NAB Regional Chapters

(Proposed by Fred J. Hart, KGMB, Honolulu.)

Referred to board with recommendation that the president appoint a committee to study the proposal and to submit its recommendation in the form of amendments to the constitution, if the committee deem that necessary.

Whereas, at the 1936 meeting of the NAB, the following recommendation was adopted:

Whereas, as the radio broadcasting

(*Continued on page 46*)

NAB Committee on Radio Research Proposes Cooperative Audit Bureau

ACCOMPLISHMENT of the project for a cooperative Radio Audit Bureau, to serve jointly the station and the advertiser and his agency, within the next year, was predicted by Arthur B. Church, KMBC, Kansas City, in his report to the NAB convention June 23 as chairman of the Committee on Radio Research. Five of the seven members of this committee serve on the Joint Committee on Radio Research representing equally the NAB, Association of National Advertisers and American Association of Advertising Agencies.

Last year the board authorized a $10,000 fund to be used for the Joint Committee's work, of which $2,000 already has been transferred, Mr. Church reported. The original committee fund of $30,000 was subscribed two years ago—$20,000 by NBC and $10,000 by CBS. The NAB board, following the Church report, continued for another year the committee of five, comprising Mr. Church; J. O. Maland, WHO; Roy O. Witmer, NBC; H. K. Boice, CBS, and Managing Director James W. Baldwin. It also authorized employment by the NAB of a research director if funds are available.

"Substantial progress in the exploratory work of the Joint Committee is reported by the Committee of Five," Mr. Church said. "Besides publication last year of the first estimate of radio set figures in the United States, by states and counties, work was begun on studies in a test area for the purposes of determining methods, acceptable to the buyers of our medium as well as to broadcasters, of determining station coverage and circulation, listener areas, etc., initial report on which was mailed only a few days ago to members of the Joint Committee for consideration.

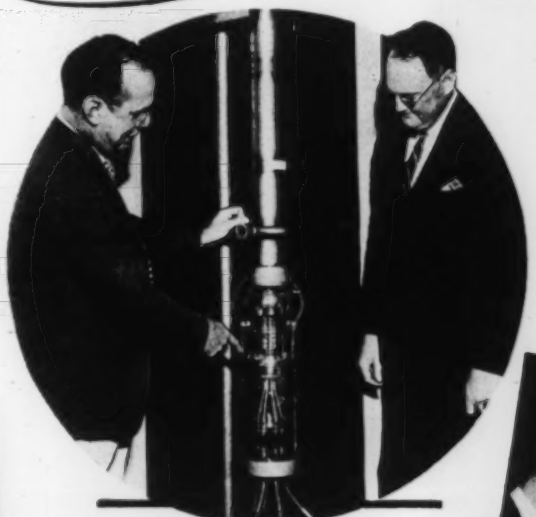
"It is the hope of your Research Committee that the work of the Joint Committee will have reached, by the next NAB convention, the point that a comprehensive report of accomplishment can be made on the exploratory studies; also that a second estimate of radio sets in the U. S. by states and counties as of Jan. 1, 1938 will have been completed or at least well under way."

KANDID—One of the score or more Kandid Kamera Kontestants for the BROADCASTING prizes is Fred Borton, WQAM.

RCA MFG. CO.—Sent more than twoscore of its factory and branch representatives to the convention, for this is radio's biggest construction year. Their chief, I. R. Baker, stands directly to left of big tube.

NOMINATOR—Earl Glade, KSL, chairman of the Nominating Committee, whose slate headed by John Elmer went through, delivering his report.

FAR—From being a dummy stooge ala Charley McCarthy is L. B. Wilson, WCKY, seated on the knee of Lewis Allen Weiss, Don Lee Network, as Clarence Convey, KWK, looks on.



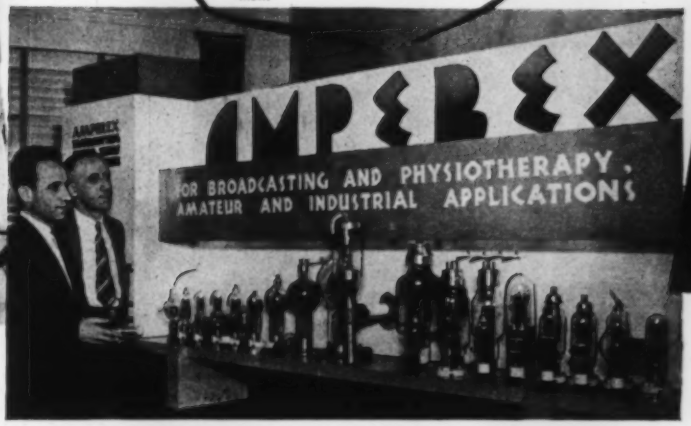
GIANT TUBE—V. L. Ronci, Bell Laboratories vacuum tube development engineer (left), shows Andrew D. Ring, assistant chief engineer of the FCC for broadcasting, the workings of Western Electric's new 250,000-watt tube.

EVER SERIOUS—Are H. K. Carpenter, WHK-WJAY, and his sales manager, C. A. McLaughlin.

FROM NEW YORK—Hail S. W. Caulfield (left) and William I. Moore, both of WBNX.

SOUTHERNERS—Judge E. O. Sykes, FCC Broadcast Division chairman, at left, talks things over with Harold Hough, WBAP, and J. C. Liner, KMLB.

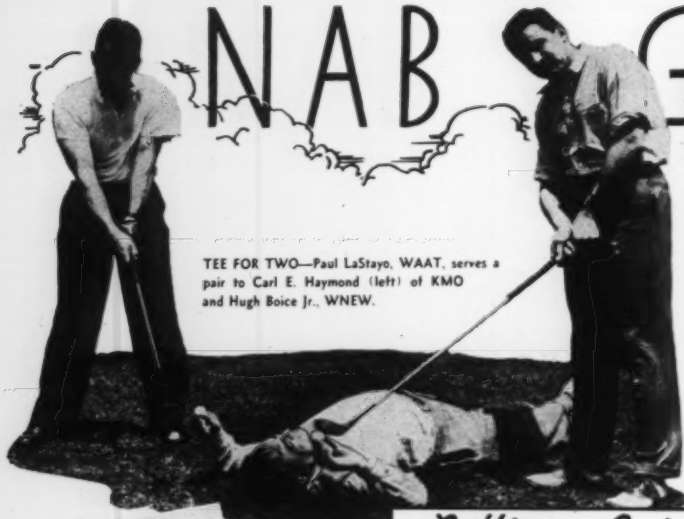
TRANSAMERICAN'S—Emanuel Rosenberg (left) tells G. Richard Shafto, WIS, about the Braddock-Louis fight the night before, but Dick looks unconvinced



AMPEREX—S. Morris and Bill Ellinger, of Amperex Electronic Products proudly survey array of tubes at their company's exhibit.

BIG AND LITTLE—William S. Hedges, chief of the superpower WLW, in earnest confab with Clark A. Luther, manager of the 100-watt WOC.

NAB GOLF TOURNAMENT



TEE FOR TWO—Paul LaStayo, WAAT, serves a pair to Carl E. Haymond (left) of KMO and Hugh Boice Jr., WNEW.

LONG WAYS OFF—Figures Phil Meyer, KFYR, as he prepares to hit a long one.

GOOD POSERS — But not so good golfers were these seven. Left to right are Owen Uridge, Radio Sales; P. M. Brown, Associated Music Publishers; Jack Alicoate, Radio Daily; Frank Chase, Chase & Ludlam; Lincoln Dellar, CBS; Art Kemp, CBS (winner several years ago!); Bill Doerr, WEBR.

Pulliam-Butcher Tie for Trophy

E. C. PULLIAM Jr., son of the owner of WIRE, Indianapolis, and director of the station's news staff, tied with Harry C. Butcher, CBS Washington representative, to win the NAB golf tournament June 20 on the sporty Bon Air Golf & Country Club course near Wheeling, Ill. Both were presented silver trophies by BROADCASTING. Each shot a 73 net after taking a 9 handicap. Their 82 grosses were the best scores hung up in the tournament with one exception.

Actual top man of the day's shooting was Karl Haymond, KMO, Tacoma, who shot a net of 72 with a handicap of 4. He was disqualified for the cup prize, however, having won it in the same tournament three years ago. His shooting of 76 over a course having a 74 par, with 10 water holes, was regarded as sensational.

Doug Currie, club pro, calculated the handicaps for each player on the basis of play for nine holes picked at random.

	Gross	Handicap	Net
Karl Haymond, KMO	76	4	72
Harry C. Butcher, CBS	82	9	73
E. C. Pulliam Jr. WIRE	82	9	73
Robert Convey, KWK	84	10	74
Walter Preston, WBBM	88	14	74
W. J. Reilly, Weed & Co.	88	14	74
Paul Raymer	88	14	74
Ralph Atlas, WIND-WJJD	90	15	75
R. L. Ferguson, J. L. Kaufman Inc.	90	15	75
J. Allabough, WJJD	90	15	75
William Doerr, WEBR	90	15	75
Art Kemp, CBS	90	15	75
Phil Meyer, KFYR	90	15	75
Harry Woodman, KDKA	90	15	75
Hale Bondurant, WHO	92	17	75
Frank Chase, Chase & Ludlam	94	18	76
Herb Sherman, WJJD	96	20	76
Russel Woodward, Free & Peters	96	20	76
S. Aston, Ferguson & Aston	98	22	76
P. M. Brown, AMP	94	18	76

	Gross	Handicap	Net
Pierce Romaine, Paul Raymer Co.	100	23	77
Paul Porter, CBS	100	23	77
O. F. Uridge, CBS	100	23	77
G. B. Bassler, Publishers Service	100	23	77
Hugh Boice Jr., WNEW	100	23	77
C. C. Weed, Weed & Co.	102	25	77
P. I. Merryman, NBC	102	25	77
Jack Alicoate, Radio Daily	102	25	77
John Carey, WIND	104	26	78
Stanley Matas, WIND	110	32	78
J. J. Weed, Weed & Co.	114	36	78
Art Linick, WJJD	110	32	78
Carl Everson, WHKC	106	28	78
H. Dean Fitzer, WDAF	112	32	80
Jack Stilwill, WIRE	112	32	80
Paul A. LaStayo, WAAT	116	36	80
B. F. McClancy, NBC	124	36	88
A. E. Joscelyn, Free & Peters	124	36	88
C. A. McLaughlin, WHK-WJAY	(9 holes only)		
Lincoln Dellar, CBS			

AMBITIOUS —Five clubs not too many for Phil Merryman, NBC station relations.

SPADER —Of the sand is Sil Aston, of Ferguson & Aston.

PROUD WINNER —Harry C. Butcher, CBS, poses for the BROADCASTING Daily Convention Edition cartoonist.

BEFORE THE TEE-OFF—Left to right: Neal Weed, Weed & Co.; John T. Carey, WIND; William Reilly, Weed & Co.; P. M. Brown, Associated Music Publishers; R. L. Ferguson, Jesse L. Kaufman Inc.; J. J. Weed, Weed & Co.; G. B. Bassler, Publishers Service; Stanley Matas, WIND; Harry C. Butcher, CBS; C. M. Everson, WHKC; Phil Meyer, KFYR; E. A. McLaughlin, WHK-WJAY; S. Aston, Ferguson & Aston.

GADGETEERS—Ball scrubber attracts interest of left to right, B. F. McClancy, NBC; Phil Merryman, NBC; H. Dean Fitzer, WDAF; Harry Woodman, KDKA.

WAITING THEIR TURN—Left to right: Hale Bondurant, WHO; A. E. Joscelyn, Free & Peters; E. C. Pulliam Jr., WIRE, co-winner; Russel Woodman, Free & Peters; Jack Stillwill, WIRE.

19TH HOLE—And refreshments for, left to right, Peirce Romaine, Paul Raymer Co.; Bob Convey, KWK, and Paul Raymer.

OVER CREEK — Go (left to right) Harry Butcher CBS WJSV; Bill West, WMTV; Phil Meyer, KFYR; Paul Porter, CBS Washington lawyer; Sil Aston, Ferguson & Aston.

Standard Contract Forms Are Urged

NAB Group Proposes Uniform Methods in Handling Sales

STANDARD contract forms to be drawn up by the NAB were advocated by the Subcommittee on Standards of Sales Forms in a report submitted by its chairman, Martin Campbell, of WFAA, Dallas. The report offered recommendations on standard practices in the conduct of station business.

Standardization of billing and affidavit forms for the convenience of advertising agencies was recommended, preferably on a monthly basis. A standard rate card, the subcommittee said, should clearly state unusual terms and conditions as well as ASCAP or other fees.

The standard AAAA order blank for spot broadcasting was recommended as generally satisfactory but a few changes in wording were suggested.

Local, National Rates

No recommendation was made on the subject of local and national rates because opinion on the subject is so widely divided, but a review of prevailing types was presented. These were described as: Stations with single rate card for all classes of business are in the minority; those with local and national rates are in the majority with a tendency among some to have them broken into national, regional and local.

A tendency among stations to allow cumulative frequency discounts regardless of whether or not the business is continuous was pointed out. Such discounts are general practice among other media, it was observed, and the subcommittee felt the broadcast medium should adopt it.

All products manufactured by a single corporation such as General Motors, Procter & Gamble, etc., should be permitted group rates covered by one annual contract, the subcommittee recommended. It suggested, however, that announcements and programs should not be grouped to earn higher discounts since these are separate services. Standard contracts between stations and salesmen also were recommended.

Philco Adds 36

PHILCO RADIO & TELEVISION Corp., Philadelphia, will expand the CBS network carrying the *Boake Carter* news broadcasts from 23 to 59 stations when this commentator returns from his vacation on July 5, and at the same time will reduce his schedule from five to three evenings weekly, Mondays, Wednesdays and Fridays, 7:45-8 p. m. (EDST). The new series will be heard from coast-to-coast in contrast to the present broadcasts for which Oklahoma City is the most westerly outlet. Programs are placed through Hutchins Adv. Co., Rochester, N. Y.

Father John Spots

CARLETON & HOVEY Co., Lowell, Mass., (Father John's medicine), through its agency, John W. Queen, Boston, is negotiating for a fall schedule of spot announcements to consist of weather reports at 6 p. m. on approximately 50 stations throughout the United States.

National Radio Week

LED BY Harold Hough, WBAP, Fort Worth, second-term NAB treasurer, opposition developed against the proposal that the NAB designate one week of each year as "National Radio Week" and the project was defeated. The Resolutions Committee had approved a plan whereby the NAB would promote an effort on the part of all stations to "combine in their efforts to make the public radio conscious" and to point out to the public the benefits of radio. Hough objected on the grounds that radio is doing just that the year round and that a "National Radio Week" like "National Prune Week" and "National Orange Week," as he put it, "smacks too much of commercialism of our profession."

Golden Gate Petition

PETITION to hold the 1939 NAB Convention in San Francisco was strengthened at the recent meeting when Arthur Linkletter, Radio Director of the 1939 Golden Gate International Exposition, brought an invitation to the Convention from Governor Merriam of California and Mayor Rossi of San Francisco. Supporting the proposal are C. W. Myers, L. B. Wilson, Ralph Brunton, Tom Symons, John J. Gillin, Gene O'Fallen, Hugh Hailf, and Neal Norman.

Maine Residents Sponsor Conservation Programs

UNDER the auspices of the Garden Club Federation of Maine, residential and wealthy estate owners of Maine are sponsoring a 13-week program series on WCSH, Portland; WLBZ, Bangor; WDRO, Augusta and WAGW, Presque Isle, in a movement to keep the natural beauty of the state inviolate. The series began June 19 with Curator Robert C. Murphy, Director of Natural History of New York, as guest speaker and it is planned to reach the residential and business populace by Saturday evening broadcasts, alternating with Wednesday afternoon programs for the farmers. Each program will feature a guest speaker and an appeal to state patriotism with a view to conservation of Maine's natural beauties will be made. The account was placed by John W. Queen, Boston, which agency also has the public relations assignment. Mr. Queen told BROADCASTING that he believed this type of program to be the forerunner of similar programs throughout the country.

LA VIDA PRODUCTS Inc., Placentia, Cal., bottlers and distributors of mineral water, to introduce La Vida Lime 'N Lemon drink to the consumer market, is using 12 weekly one minute dramatized transcriptions on 9 Southern California stations in a summer campaign. So successful has it proven that the sponsor is planning to extend the list to include other California stations. Series, cut by Radio Recorders Inc., Hollywood transcription producers, is being used on KXO, KGB, KFSD, KVOE, KFXM, KFAC, KRKD, KFOX, KEHE. Scholts Adv. Service, Los Angeles, is the agency.

TRANSRADIO TRIO—Discussing new transcription news feature and facsimile projects at NAB exhibit. Left to right: Secretary John Parkinson, President Herbert Moore, and Vice-President William G. Quisenberry.

Transradio Press Plans Expansion

EXPANSION of Transradio Press Service into the transcription and facsimile fields was announced by Herbert Moore, Transradio's founder and president, during the NAB convention when he stated on June 21 that $125,000 of a new budget of $1,000,000 has been made available for equipment alone.

Transradio has taken over the production facilities of the recently organized Intercontinental Corp. and has established Transradio News Features Inc., as its transcription subsidiary. President of the subsidiary is Mark Hawley, news broadcaster of WOR, Newark, and Ray Lyon is recording engineer. It is planned to record spot news events, comments and dramatizations by correspondents throughout the world.

A second subsidiary being formed is Transradio Facsimile Inc., to develop original news and newsphoto techniques for broadcasting. Mr. Moore, whose company last year and again this year exhibited the Fultograph facsimile receiver at the NAB convention, said Transradio will invite broadcasters for actual field tests of facsimile transmission and reception next autumn. Facsimile receivers will be established around the city, he said, receiving the images via short waves. He estimated the receivers can be made in quantity for $65 or $75 each, with attachments to short-wave sets running perhaps less.

Adjustments of differences with major networks, which grew out of the 1934 Press-Radio pact, according to Transradio, has consolidated its position as a news association serving broadcasting. [BROADCASTING, June 1.]

"These plans, and the necessary research behind them, have occupied us for more than a year," said Mr. Moore. "In 1934 we put the broadcasting of news on a new basis, to the benefit of the entire radio industry We are not going to stop there. We've never intended to. There is enormous scope for pioneering and original thinking in our particular corner of the radio field. We feel confident that whatever contributions we already have made to the industry will be small compared to those of the future."

W. G. Quisenberry, Transradio vice-president, has returned after a six-month trip to Europe in connection with the new plans. It was reported that agreements had been drawn up with several leading European newsgathering, newsreel and newsphoto organizations.

Guaranteed Time Offered by Mutual

Members to Shift Local Shows to Accommodate Network

IN A POST-NAB convention meeting attended by more than 30 representatives of Mutual Broadcasting System stations in Chicago June 24, Fred Weber, general manager of the network, declared that with the cooperation of the member stations it is now possible to offer guaranteed time to national advertisers for their commercial programs. Under the new plan, the stations will move local programs to accommodate the chain shows during certain hours of the day.

At the meeting, a semi-annual affair, it was also decided to pay special attention to news broadcasts and to programs which feature special events. These special broadcasts were believed to be the most interesting to listeners and member stations were unanimous in voting for more broadcasts of this type.

New Autumn Programs

Announcement was made of three new cooperative programs for the MBS stations beginning this fall. The shows will be the musical variety type and will be offered by the network to the member stations for local sponsorship. Several stations said they already had sponsors lined up for this type of program.

Speakers at the meeting were Lewis Allen Weiss, general manager of the Don Lee network and Frank Ryan, general manager of CKLW, Windsor - Detroit. Mr. Weiss announced plans for Don Lee's expansion of studio facilities and the moving of the main studios to Hollywood. As elsewhere reported in this issue of BROADCASTING, Don Lee is negotiating to take over the old NBC headquarters in Hollywood and plans to originate a much larger percentage of MBS shows than heretofore.

Mr. Ryan discussed the merchandising service whch CKLW offers its network advertisers, and other MBS stations signified that they would adopt similar services for their own stations.

In addition to Mr. Weber, Mr. Weiss and Mr. Ryan, those attending were: Alfred J. McCosker, WOR, chairman of the MBS board; E. M. Antrim, WGN, secretary-treasurer of MBS; Theodore Streibert, WOR, vice-president of MBS; W. S. Hedges and Frank Smith, WLW; Robert Convey and Clarence Cosby, KWK, St. Louis; John Shepard 3d, Yankee-Colonial networks; L. H. Avery, WGR-WKBW, Buffalo; Harold Hough, WBAP, Fort Worth, and KTOK, Oklahoma City; Bill Quarton, WMT, Cedar Rapids, Craig Lawrence, KSO, Des Moines; William B. Dolph, WOL, Washington; Gene O'Fallon and Frank Bishop, KFEL, Denver; H. K. Carpenter, WHK-WJAY, Cleveland; Sam H. Bennett, KTAT, Fort Worth; John Thorwall, WRR, Dallas; William Warner, WAAB and Colonial Network; Ross Porter, Oklahoma Network; Donald W. Davis, WHB, Kansas City; Barron Howard, WRVA, Richmond; John M. Henry, KOIL, Omaha; Reggie Martin, KFOR, Lincoln; Tams Bixby Jr., KBIX, Muskogee, Okla.; George Harvey of the MBS sales staff in Chicago.

XUM

Dr. Pepper's Test Of Child Program In South Succeeds

New Appeal to Juvenile Buyers Will Enter New Markets

ALREADY reaching the general audience with its late Sunday afternoon half hour *Pepper Uppers* over a special network of Southern stations covering its distribution territory, Dr. Pepper Co., Dallas (5 cent soft drink) is testing a new wrinkle in children's appeal in a late afternoon serial titled *Pepper Cadets* which it is sponsoring over WFAA, Dallas. Now in its tenth week, the results of the program have been so gratifying that arrangements are being made to transcribe it for spot placements supplementing the Dr. Pepper network shows. Tracy-Locke-Dawson Inc., Dallas agency, handles the Dr. Pepper account.

In between the two prevalent types of children's programs—the gangster thriller and the overly simplified games and songs — the *Pepper Cadets* endeavors to help children understand and solve their own problems. The serial keeps the flare of military adventure without the racketeer element and without being too imaginative. There are three central characters in the show — "Captain Dunn", "Sarjint Jimmie", the typical boy, and "Sunshine", a little girl who suffers all of the handicaps of trying to tag along with the boys. In conjunction with the serial, simple nursery songs are sung and there are trips to story-book-land with Mother Goose in person.

Contest Results

Easy contests, held on an average of every other week, have resulted in a mail response of 2,000 letters weekly. The contests vary in nature from filling in the last line of a limerick to drawing a picture of Sarjint Jimmie's dog. Merchandising angles have been worked out with 26 cooperating Texas bottlers, such as membership requests printed on post cards, instituting *Pepper Cadet Days* when children wearing badges visit the plants and get a free bottle of the drink, and a registration booth on the grounds of the Texas Exposition in Dallas where visiting members can get free bottles of the beverage.

Advertising in the show is subtly woven into the script, making a definite play for children to drink Dr. Pepper's at 10 a. m., 2 and 4 p. m. At no time do the commercials become offensive, boresome or silly to the youthful listeners. According to Tracy - Locke - Dawson Inc., the child market can be successfully developed if the product is adaptable to the interest and use of children and if the market is approached from the youngsters' angle. The agency says the popularity of *Pepper Cadets* may be attributed to its playing to the children, not in playing up or down to them.

WAIM to Join CBS

WAIM, Anderson, S. C., on July 18 will join CBS. The station operates with 100 watts on 1200 kc. It is owned by Wilton E. Hall, publisher of the *Anderson Independent*.

'Station of the Stars'

New Owner Takes Over KMPC

NOT ONLY — Has G. A. (Dick) Richards followed the current vogue in adopting a slogan for KMPC, Beverly Hills, Cal., but he has decided to follow big business practice of appointing a lot of vice-presidents. Mr. Richards (right) is here shown at the June 17 five-hour inaugural of KMPC's new ownership under his banner, recently ratified by the FCC. With him are Vincent Lopez, center, and Leo B. Tyson, vice-president and general manager. Also named vice-presidents were Leo Fitzpatrick, WJR, Detroit, and John Patt, WGAR, Cleveland, both of which stations are chiefly owned by Mr. Richards, who spends his winters in Beverly Hills. On the board are Paul Whiteman, Ben Bernie and George Olson, who likewise will be titled vice-presidents.

KMPC on June 18 began taking daily sustaining programs from CBS on an unaffiliated basis, giving rise to reports that the station will become a second outlet for the network in Los Angeles County and that CBS may be planning another Pacific Coast chain. Under the present arrangement, KMPC is taking 1½ hours of CBS sustainers not taken by KNX but the CBS identifying line is omitted. Arrangements were made by Mr. Richards with William S. Paley, CBS president. WJR is a CBS outlet and WGAR quits NBC when daylight saving time ends to join CBS, with WHK shifting from CBS to NBC.

KMPC operates with 500 watts full time on 710 kc.

Gumpert Spots

S. GUMPERT Co. Inc., Brooklyn (Butterscotch Creme and Chocolate Creme desserts), will start a radio campaign about the middle of September, using a quarter-hour program twice weekly on WCAU, Philadelphia, and three times a week on WOR, Newark, Details of the program have not yet been announced. Newspapers and display material will also be used through the East. Rose-Martin Inc., New York, is in charge of the campaign with Irl W. Rose, president, and A. H. Kaplan, vice-president, as account executives.

CBS Registers Stocks

CBS filed application June 18 with the Security & Exchange Commission for registration of its Class A and Class B stock. The applications listed the following stocks: 949,026 shares of $2.50 par value Class A stock, issued; 12,420 shares of $2.50 par value Class A stock, unissued; and 758,924 shares of $2.50 par value Class B stock, issued.

MEXICANS HEAR KO
Fight Broadcast in Spanish By XEW Announcers

ENTERPRISE in broadcasting activities in other North American countries than the United States was demonstrated on the occasion of the Louis-Braddock championship fight in Chicago June 22 when XEW, Mexico City 50,000-watter, sent its own crew to the ringside to broadcast the contest in Spanish for the benefit of Mexican listeners. For one hour a remote wire connection was established between Chicago and Mexico City, with Alonzo Sordo Noriega, XEW chief announcer, at the microphone, flanked by Emilio Azcarraga, owner, and Enrique Contel, manager, of the station. Their show was a sustainer, Buick sponsorship being confined to the two NBC networks. They also attended the NAB convention while in Chicago.

POWERFUL BORDER STATION PLANNED

CONTRACTS have been signed for construction of a new 25,000-watt broadcasting station at Rosarita Beach, Lower California, to operate on 730 kc., otherwise a Canadian-exclusive channel, and to reach the American audience, according to advices received by BROADCASTING from Los Angeles. Within 60 days after starting test operation about Aug. 15, the power will be raised to 100,000 watts, its promoters declare. Call letters will be XERB, and it is claimed a 20-year franchise has been secured from the Mexican government by Border Electric & Telephone Co., Tia Juana, Mexico, the licensee.

Harry B. Kronick, Los Angeles investment and real estate broker, is business manager of the enterprise, whose backers are chiefly American. The company has ordered a 365-foot transmitting tower said to have been delivered recently to Rosarita Beach, about 16 miles below the border, by Emsco Derrick & Equipment Co., Los Angeles. J. A. (Foghorn) Murphy, political figure, and V. Z. Herman, both Los Angeles investment brokers, are president and vice president respectively of the International Broadcasting Corp., operating company. Members of the board include N. P. Barbachana, president, Border Electric & Telephone Co.; Miquel Barbachana, executive of same company; C. L. Byers, San Diego attorney, and Roger Arnsberg, Los Angeles attorney. George Berger is construction engineer.

Pacific AAAA Session

PACIFIC COAST convention of American Association of Advertising Agencies will be held Oct. 21-22, at Hotel Del Monte, Del Monte, Cal., and Edmund M. Pitts, J. Walter Thompson Co., San Francisco, account executive, has been appointed program committee chairman. Pacific Advertising Clubs Association 1938 convention is to be held in Hollywood, and Sydney Dixon, NBC western division assistant sales manager in that city, is credited with swinging the conclave to southern California. He attended the recent Salt Lake City conclave with recorded arguments on why the sessions should be brought to Hollywood.

United Drug Plans Test Of *Charm* Disc Program By Edythe Fern Melrose

UNITED DRUG Co., Boston, will begin a test campaign in seven cities for its Adrienne line of cosmetics on July 6, using a series of 26 quarter-hour transcriptions broadcast twice weekly for 13 weeks. Titled *Charm*, the series consists of talks on personality delivered by *The Adrienne Lady of Charm*, who addresses her feminine audience on such topics as "What Men Admire in Women", "Would Your Husband Marry You Again?", "How Many People Like You?", "Things That Will Make People Like You", "How To Be a Charming Hostess", "Don'ts for Popularity".

Supplementing the broadcast advice is a series of booklets, *Lessons in Charm*, which listeners may obtain at the Rexall drug stores, which are the exclusive outlets for Adrienne products, one lesson being given with each purchase of any of the powders, creams or lotions. By purchasing a special ensemble package of the cosmetics a woman may obtain the complete course at once. The entire series of broadcasts and lessons was written by Edythe Fern Melrose, radio director of Street & Finney Inc., New York, agency in charge of the United Drug advertising. The series was also recorded by Miss Melrose, whose *Hour of Charm* program on WJAY, Cleveland, ran for five years, the last four-and-a-half under the sponsorship of White Cross Cosmetic Co.

During the summer the programs will be broadcast on Tuesday and Thursday mornings between 9:15 and 11:30, depending on the station, on WSB, Atlanta; KFH, Wichita; WMBD, Peoria; WOWO, Ft. Wayne; WESG, Elmira; WFBL, Syracuse, and WSM, Nashville. If results are satisfactory the campaign will be put on a nationwide basis in the fall, either by extending the RCA transcriptions or on a network. The Adrienne line, which is comparatively inexpensive as cosmetics go, won the 1936 packaging award.

Midwest Group Ponders Revival of Regional Net

AT A MEETING in Chicago June 23 during the NAB convention, representatives of the Midwest Broadcasting Co., outgrowth of the old Affiliated Broadcasting Co., decided to meet at a later date and develop concrete plans on the revival of the network. Lloyd Thomas, WROK, Rockford, chairman of the executive committee, said that he would be in Chicago again during the week of June 27 at which time he hoped another session would be held.

Those attending the Chicago conference were Herbert Mann, WRJN, Racine, president; Dr. George F. Courrier, WHIP - WWAE, Hammond, secretary; O. E. Richardson, WHIP-WWAE; Edgar P. Schutz, WIL, St. Louis, and Mr. Thomas, designated as members of the executive committee. Others there were Jay A. Johnson, WTAX, Springfield; W. W. Behrman, WBOW, Terre Haute; Father James A. Wagner, WTAQ, Green Bay; Clarence Leich, WGBF, Evansville; Donald A. Burton, WLBC, Muncie; S. H. Bliss, WCLO, Janesville.

Television Today—What Tests Reveal

Not Yet Ready, Asserts Sarnoff; Electronic Method Upheld

By DAVID SARNOFF
President, Radio Corporation of America

IT IS just a year since the Radio Corporation of American took its electronic television system out of the laboratory and began experimental field tests. Now, on the occasion of the first anniversary of this field work, the editor asks me two questions. He wants to know what we have learned as a result of the tests, and where television stands today.

The most important fact in our increased store of knowledge of television is that the RCA electronic system has been proved *practical.* That may sound like a simple statement. Actually, it is full of significance. We have had electronic television in development for years—we have even had field tests with it before 1936. Never before, however, have we had high-definition television in field tests. We have not heretofore known how accurately we could transmit television programs in a section of the radio spectrum that has only recently been invaded. To be sure, we did know in advance that it could be done with some degree of success. The vital thing however, was to learn in what *degree* we were to succeed.

Our field tests on a 343-line picture basis were successful enough to encourage further improvement. More recently, the tests have been stepped up to a 441-line standard, to provide additional pictorial sharpness and detail. In this connection, it is gratifying to find that terminal equipment, of which the "Iconoscope" and the "Kinescope" are the respective hearts of transmitter and receiver, can accomodate the increase in easy stride.

Not This Year

As far as RCA is concerned, we shall not have public television in service this year. As to just when we shall have it, I do not know—and I do not know anyone who does know. Many problems remain yet to be solved in this complicated new field of transmission of sight by radio.

During the past year there has been occasion to go back to the laboratory many times to work out some stubborn problem encountered in the field. When a likely solution has been arrived at there, it has been taken back to the field for trial. I could not begin to detail the number of "kinks" that we have had to deal with. Just how long this "cyclic" phase of development will continue before a point is reached at which television may be considered ready for public service is not yet known.

It may seem that this is either an over-modest or overcautious appraisal of the results of a year of field tests in America. Television is under test in other countries. We in America have standards of performance far more exacting, however, and in television we have problems of radio transmission different from those which may be met elsewhere.

National television service in America involves a vast territory. We have achieved a range of 45 miles from a single transmitter with fair degree of satisfaction but, if we had to build stations every 45 miles from coast-to-coast it would necessitate a tremendous investment. True, the coaxial cable and the radio relay are both in prospect, but at this stage they are only promising developments. Even if either had been proved, it would take years to provide means by which network television broadcasting might be achieved. Yet our experience with the economics of sound broadcasting makes it inevitable that we should think of television on a national basis.

A Matter of Price

The price of home television receivers is not the least of our considerations. This must be within reach of at least the middle-income brackets. This is because we in the United States handle home radio service differently than it is handled in other important countries.

To enlarge upon this point:

There is no tax here on home radio service. That is part of the American system. While this may possibly have some temporary retarding influence in the initial establishment of a news service, our experience with sound broadcasting supports the belief that it insures a more comprehensive public service in the long run and that it is better suited to the purposes of our people and our country.

First we must have transmitters, then programs for those transmitters, in order to sell receivers. Until we have both transmitters and programs to encourage the sale of a sufficient number of receivers—at the right price—we cannot have a sizeable audience. Without an audience that spells "advertising circulation", potential television program sponsors may be expected to be skeptical. Call it a vicious circle, or call it the enigma of the chicken and the egg—it amounts to the same. The only answer I see is that television must be introduced in America at a stage of development in which all factors—technical, economic, and artistic—are developed and coordinated to a greater degree than they are at this time.

Now as to programs. When we in America introduce television as a public service, the show will be on, and we must be prepared to hold the attention of the audience by the merits of an ever-changing bill. Already there is much speculation as to the form which our television programs will take. Gilbert Seldes' article in the May issue of the *Atlantic Monthly* is evidence that the future critics of television programs in America have unlimbered their guns even before they know with certainty what their target is. In the development of

(*Continued on page 73*)

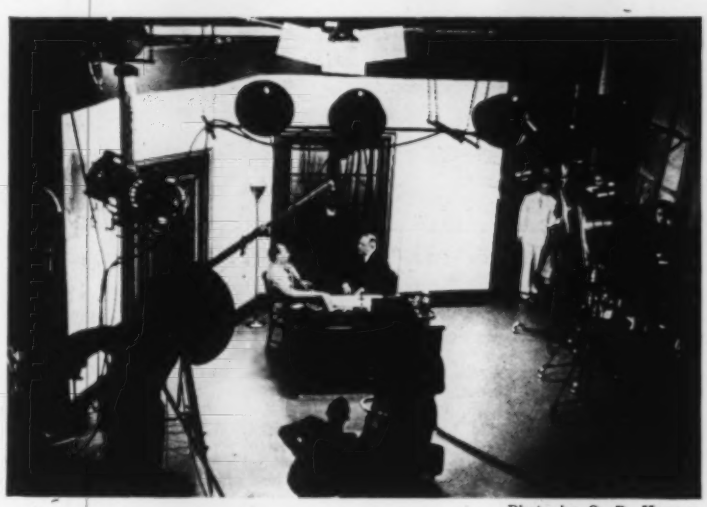


Photo by O. R Hanson

TOMORROW'S RADIO—Under the glare of studio Kliegs and seated before Iconoscope pickup camera and microphone, David Sarnoff, RCA president, signs contract for a Radio Building, including television, at the 1939 New York World's Fair. At left is Lenox B. Lohr, NBC president, designated to take charge of all RCA participations in the Fair.

JUST about a year ago, RCA demonstrated to amazed onlookers its television transmissions from the Empire State Bldg. Last May it showed engineers how television images could be enlarged to home-movie-size and larger. BROADCASTING has reported these developments in detail, but BROADCASTING cannot answer the question, when will television emerge? It asked David Sarnoff, RCA president, to answer the question and to tell its readers the status of television today. This is Mr. Sarnoff's statement—probably the most authoritative and certainly the latest word on this absorbing subject.

Television Exhibit At New York Fair

RCA-NBC to Have Their Own Building; Lohr to Direct

WHETHER television will be offered as a public service beforehand, at least locally in New York and other major metropolitan areas, was not even hinted—but that it will be out in the open in New York by 1939, was definitely decided June 1 when David Sarnoff, RCA president, signed a contract with Grover Whalen, president of the New York World's Fair of 1939, under which RCA and its affiliated companies will construct a Radio Building at the exposition in which the latest developments in radio, including television, will be demonstrated.

The contract was signed in the television studios of RCA-NBC in the RCA Bldg., Rockefeller Center, and the proceedings were televised so that the press and all company executives and engineers having television receivers, numbering about 80, could look in as well as hear. The images were transmitted via coaxial cable to the Empire State Bldg. transmitter, from which they were broadcast to the model receivers.

Looking-in Posts

There is still a prospect that the RCA-NBC television will be introduced to the New York public before 1939, either by way of "looking in" posts in downtown New York similar to those in London and Berlin or by way of marketing a limited number of receivers among the public. RCA officials, however, are withholding any promise on this score, and it is believed that they are allowing themselves ample time by fixing the 1939 World's Fair as the time for letting the public in on television. RCA's developments have already been viewed by the trade, although its newly enlarged images to home movie and even theater-screen size [BROADCASTING, June 1] have as yet been viewed by only a few persons.

In the course of his broadcast talk June 17, Mr. Sarnoff announced that he has designated Lenox R. Lohr, NBC president, to take charge of all RCA participations in the Fair. Mr. Lohr will handle not only the television demonstrations but also the broadcast, maritime, international and other radio exhibits and those covering facsimile radiograms, motion picture equipment and recording. Mr. Lohr has had experience in this field, having been head of the Chicago Century of Progress Exposition.

The televised view of the contract signing was received in Radio City offices of RCA executives and engineers, and in the homes of some of them, on the model 32-tube Kinescope receiver, the images 7½x10 inches being reflected on upright mirrors. The pictures had a greenish cast, but the detail was clear and none of the 30 press representatives in the RCA viewing room nearby had any difficulty in seeing and recognizing the images. There was considerable flicker, which Mr. Lohr explained by stating that the transmitting apparatus atop the Empire State Bldg. had recently been torn down and hastily put together again for the occasion. The apparatus recently was changed from 343 to 441 lines, which is the Radio Manufacturers Association's standard.

Advertising Bill Gives FTC Power

House Committee Expected to Act on Measure by July 1

THE House Interstate & Foreign Commerce Committee accepting its subcommittee's recommendations, agreed June 23 to place control over foods, drugs, cosmetics and therapeutics advertising in the Federal Trade Commission. Advertising features of the Wheeler Federal Trade Amendment Bill (S-1077) probably will supplant the proposals in the Senate-approved Copeland pure food and drug measure to give the Agriculture Department power to curb alleged fraudulent advertising both over the air and on newsprint.

Action Is Delayed

The House Committee came to the point of reporting the Federal Trade Amendment to the House, but minor changes delayed final action which was expected by July 1. Agreement to give the FTC advertising jurisdiction came after a sharp committee clash in which a minority sought to authorize criminal and civil suits for fraudulent advertising by the Attorney General. The bill to be placed on the House calendar will empower the FTC to issue cease and desist orders and give that body injunctive power against advertisers. Opponents of this procedure contended it was ineffective because the damaging advertising would be spread throughout the country before proceedings could be instituted. The advertising then could be repeated, it was held, with minor changes and without penalty to the advertiser.

The bill to be reported will be in substance that introduced several weeks ago by Rep. Clarence Lea (D.-Cal.), chairman of the House Committee. It will, however, bear the title of the bill introduced in the Senate by Senator Wheeler (D.-Mont.) and passed by that body.

In the meantime, the Copeland food and drug amendment (S.-5) remained in the House subcommittee.

On June 24, Rep. Caroline O'Day (D.-N.Y.) placed in the *Congressional Record* a plea for effective legislation to curb fraudulent advertising. She said:

"I, for one, am convinced that any legislation regulating advertising of food, drug, and cosmetic products must be considered by us primarily on the basis of the effect it will have on the consumer. I urge you not blindly to follow the lead of the Federal Trade Commission and place the control of food, drug, and cosmetic advertising with that agency.

"I earnestly hope that we shall have the opportunity before the close of this session to vote for a food, drug and cosmetic bill which will adequately protect the interest of the consumer."

She urged civil suits brought by the Attorney General rather than the cease and desist orders of the FTC.

LEWIS ALLEN WEISS, general manager of the Don Lee Broadcasting System in California during a recent visit to San Francisco made arrangements with the radio division of the Golden Gate International Exposition for broadcasts from the exposition over the Don Lee and Mutual networks.

40 Petry-Represented Stations Meet at NAB Convention

Radio Girds to Combat Foes

(Continued from page 10)

in the same manner that the Audit Bureau of Circulations, serves the publishing field.

Two resolutions brought in by the Engineering Committee provoked debate on the floor and finally were referred to the board with instructions to take action. One proposal was that the FCC be petitioned by the NAB to accept the so-called Craven-Ring allocations report based on the Oct. 5 allocation hearings of last year, and incorporate into its regulations the basic principles advocated. After the convention failed to get anywhere on it, a motion to refer it to the board, with instructions that it act prior to Nov. 1 when the Pan-American allocations conference is scheduled in Havana, was adopted.

The second engineering proposal, also referred to the board, recommended that the FCC proceed cautiously in granting applications or in making changes in allocations in the 1510-1600 kc. band and in other bands, pending the Havana allocations conference.

Board Picks Convention City

Two proposed resolutions were killed, including one that would have resulted in next year's convention being held in Chicago, and a second to decree a "National Radio Week." By refusing to permit holding of the next convention in Chicago, the membership automatically authorized the board to make its own selection and spiked any possibility of making Chicago the permanent convention city.

Although it had no place on the convention agenda, copyright erupted as an issue the very first day. Mr. Levy, although his station no longer holds a membership, in a letter to all stations just before the convention opened, implored them to forget per piece on the ground that it was impossible of accomplishment and would cost broadcasters more money. Mr. Craney, however, also had circularized the membership, supporting per piece, and urging action on a dozen copyright fronts, but particularly the follow-up of anti-ASCAP legislation in the states, five of which already have enacted bills.

Results of Balloting

Convention politics were rife even before the opening gavel. The nominating committee's slate, brought in on the second day, prevailed after a fight. Elected with Mr. Elmer were John J. Gillin Jr., manager of WOW, Omaha, and retiring board member, first vice-president; William J. Scripps, WWJ, Detroit, second vice president, and Harold V. Hough, WBAP, Fort Worth, reelected treasurer.

On a spontaneous independent slate, Mr. Craney was nominated for the presidency, with Mr. Elmer as first vice-president and Mr. Gillin to become second vice-president. Mr. Scripps was eliminated on it, but Mr. Hough was nominated for the treasurership. In the balloting, 199 votes were cast. Of these, Mr. Elmer received 147 and Mr. Craney 52. For the first vice-presidency, Mr. Gillin received 147 votes against 42 for Mr. Elmer. Mr. Scripps polled 152 votes against 35 for Mr. Gillin for the second vice-presidency. Votes for all other offices were declared unanimous.

Six directors were elected without opposition, with the retiring president, Mr. Myers, becoming a three-year director. The convention also adopted an amendment to its by-laws whereby the retiring president automatically becomes a three-year board member.

Reelected directors for three-year terms were Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president. Herb Hollister, KANS, Wichita, and Theodore C. Streibert, WOR-Mutual vice-president, were elected to three-year terms, and Gene Dyer, WGES, Chicago, for a one-year term.

Edward A. Allen, of WLVA, Lynchburg, was the first of a half-dozen members to second the Elmer nomination. He said that the organized local stations for three years had sought recognition through election of one of their own as president. Others who seconded it included Don Searle, WIBW, Topeka; Gardner Cowles, Jr., KSO-KRNT, Des Moines; William Greenwald, KWBG, Hutchinson, Kan.; Edwin M. Spence, WBAL, Baltimore, Arthur B. Church, KMBC, Kansas City, and William B. Way, KVOO, Tulsa. Mr. Way asserted he did not know either candidate but he did know the ASCAP situation.

The biggest mistake the industry is making, he said, is that of "fighting this ASCAP situation on the front pages and on the floor of its convention." He urged negotiations for copyright relief be handled privately on the theory that the best bargain can be procured without the buyer throwing rocks at the seller.

The Nominating Committee, sensing a tense political atmosphere, did its utmost to sound out convention sentiment before bringing in its slate. Intimations that danger might lurk in elevating the first vice-president to the presidency for two successive years, caused Chairman Earl J. Glade to report:

"While your committee recognizes some distinct advantages to be derived from certain rotation or succession in office, it respectfully declines to accept the responsibility of suggesting any order of nomination procedure that would, in any way, tie the hands of subsequent committees. Therefore the nominations of this committee are obviously proposed only with regard to the vacancies now to be filled."

"Warning Signals Ahead"

First pleas for a strong offensive came at the opening session when President Myers and Managing Director Baldwin reviewed the last year and outlined the job of the immediate future. The principal guest speaker was Judge E. O. Sykes, chairman of the FCC Broadcast Division, who encouraged the membership by assuring them there would be no sweeping reallocation of broadcasting facilities. He admonished broadcasters, however, to keep aware of their public service obligations and to avoid over commercialism. And he laid before the industry the question-mark that is facsimile, first heralded as an enlargement of present-day broadcasting, but still reposing experimentally in the laboratory. [See abstract of address in this issue].

Calling attention to the "warning signals ahead," President Myers advised that only a constantly improved public service can ward off "parasitical" organizations and groups. Mentioning the Celler Bill, he said the NAB is prepared to oppose vigorously any legislation designed to put the government in the radio business.

Legislative efforts to divorce newspapers from radio station ownership also drew Mr. Myers' fire. "Good newspapers," he said, "who operate radio stations in the best interests of their communities, should no more be restricted from ownership than the wagon makers of old should have been restricted from the manufacture of automobiles. If certain practices indulged in by a few newspaper owners of radio stations should be condemned, it does not follow that the dangers of such a situation cannot be overcome, or that all newspapers should be penalized for the action of a few.

"The Commission with very broad powers to revoke licenses has the power to remedy any situation that is not in the public interest. I submit to you that the need is not for class legislation. The need is for a strong Commission, free from outside influences. Under such conditions licenses will be rewarded or penalized according to merit. Under any other system, the present structure of broadcasting cannot long endure."

Opposition of the industry to certain "parasitical groups" naming the American Society of Recording Artists and the National Association of Performing Artists, was pronounced by President Myers. Seeking to collect tribute from stations for phonograph record performances, Mr. Myers said these

organizations are being combatted by NAB counsel engaged to assist in defending litigation in several states.

Apropos state copyright legislation, Mr. Myers announced formally that Alfred Schweppe, former dean of Washington State University Law School, had been named to assist broadcasters in the five states in which anti-ASCAP bills have been enacted.

With an $8,000 balance as of June 15, a fairly rosy picture of NAB finances was painted by Treasurer Hough in a report sparkling with his native wit. Under existing dues, about $82,000 a year is collected. When the convention convened last year there was a treasury balance of about $17,500. Dues received up to June 15 of this year totaled $83,000, and the over-all balance sheet for the year was about $105,000. The Copyright Bureau operation involved expenditure of some $30,000 until June 15, with about $8,000 more since then. It was explained that expenses of the Bureau of Copyrights are to be reimbursed in the form of revenues realized from subscriptions to the 100-hour tax-free library.

Baldwin Renders Report

In a lengthy report of his stewardship, Managing Director Baldwin elucidated on many of the points mentioned by the NAB president. Federal, state, local and intra-industry problems were recounted. More than 150 separate bills dealing with radio have been introduced in 42 state legislatures during the year. About 40 dealt with advertising, others with food and drugs, medical accounts, liquor and other commodities. Two states —Indiana and Iowa—passed laws relieving stations of full responsibility for libel uttered over their facilities, and in other states measures proposing to tax radio and radio advertising were introduced.

Attacking the Celler government station bill, Mr. Baldwin said its enactment might be the entering wedge for government ownership. Existing stations give all the time necessary to government agencies and afford them the greatest possible audience, he said. Moreover operation of such a station might result in international incidents, he declared, while the expenditures would be wasteful of the taxpayers' money.

Respecting proposals to tax stations to reimburse the government for expenses of radio regulations, Mr. Baldwin said in the early days railroads probably would have welcomed a provision whereby they would reimburse Uncle Sam for the expenses of the ICC on the theory that the fellow who pays the fiddler calls the tune. A franchise tax might be advisable on a reasonable basis, he said, but the government should keep in mind the fiddler adage.

Setup of NAB Library

Mr. Baldwin described in infinite detail the public-domain library plan. Declaring it represents the fulfillment of the mandate of the convention of last year, he expressed confidence of its acceptance. The corporation, with NAB officers serving as its directors, is a Delaware organization with a capitalization of $100,000, of which 51%, or $51,000, will be held by the trade association itself, with the balance available to member stations. He said the corporation cannot fall into the hands of unfriendly organizations because of a provision giving the NAB board first option to purchase stock offered.

A price of $15 per hour. flat rate, was established, with the proviso for a 33 1/3% discount for members, or $10 per hour. This means a rate of $5 to members per double-faced 16-inch transcription.

A voluminous report on the Society of European State Authors & Composers (SESAC), breaking down and identifying the selections in its catalog, shortly will be released by the NAB, Mr. Baldwin said. He predicted it would be highly informative. SESAC licenses stations and networks on a flat-rate basis. He declared also that an analysis of the catalogs of the Associated Music Publishers shortly will be begun, and commended the organization for cooperating in the work.

Stations were advised to check the revised tariffs of subsidiary companies of the A. T. & T. because of reports received from two states showing that costs on remotes have been increased despite the rather general decrease in long line rates of the parent A. T. & T.

As a parting word, the Managing Director suggested that broadcasters answer the criticisms directed against the industry by agitators through more frequent addresses before local organizations in which the industry side is presented. The people generally should be informed and educated, he said.

Craney Assaults ASCAP

Following Mr. Baldwin's address Mr. Craney asked to be recognized, pointing out there was no place on the agenda for discussion of copyright. He called for action to combat ASCAP's lobbying and its arbitrary practice in the licensing of music. All the broadcaster seeks, he said, is a fair method of payment. Responsibility for infringement should be eliminated for stations not originating the music and shifted to the source—networks and transcription companies, he asserted. National legislation is necessary to set up "rules of fair play for the seller and the buyer," he declared. Broadcasters, he said, do not seek an advantage but are willing to pay for the numbers they use on a fair and equitable basis or by measured service.

Accusing ASCAP of "bad faith" in failing even to respond to suggestions which had been requested, Mr. Craney pointed out that stations last year paid ASCAP $4,000,000 in royalties on the percentage basis. But most of this money went to publishers and executives of ASCAP rather than the composers, he said. He insisted that under a per piece method composers would receive far higher compensation and users then would purchase in a competitive market, paying only for what they perform.

Emphasizing that present contracts expire in 1940 and that action must be taken promptly, Mr. Craney recommended the appointment of his committee of 48 broadcasters—one from each state—on all legislative matters, with their expenses to be paid by the NAB. He suggested too that the membership organize itself before the next convention so as to set up a fund to complete the undertaking. Appointment of an attorney to direct this work was his final recommendation, and in this connection he mentioned the names of Joseph C. Hostetler, Cleveland lawyer, who three years ago was copyright counsel for the NAB, or Philip G. Loucks, Washington attorney who for five years was NAB managing director.

These recommendations, the salient points of which were incorporated in a resolution, will be acted upon by the board at a future meeting.

Exhibitors at the NAB Convention

Airshows Inc.
Allied Recording Products Inc.
Amperex Electronic Products
Associated Music Publishers Inc.
Atlas Radio Corp.
E. V. Brinckerhoff
Collins Radio Co.
Conquest Alliance Co.
D"Arcy Laboratories
Daven & Co.
Earnshaw Radio Productions
Gates Radio & Supply Co.
Graybar Electric Co.
Harco Electronics Corp.
International News Service
Johns-Manville Sales Corp.
Lang-Worth Feature Productions
C. P. MacGregor Co.
NAB Promotion Exhibit
NBC Transcription Division
Premier Radio Enterprises
Press Radio Bureau
Presto Recording Corp.
Radio Producers of Hollywood
Radio Transcription Co. of America
RCA Manufacturing Co.
Society of European Stage Authors & Composers Inc.
Standard Radio Inc.
Star Radio Programs
Sterling Casualty Ins. Co.
Spotties Broadcast Services
Titan Productions
Transamerican Broadcasting & Television Corp.
Transcribed Radio Shows
Transradio Press Service
Truscon Steel Co.
United Electronics Co.
United Press
United Transformer Corp.
Universal Microphone Co.
Western Electric Co.
World Broadcasting System

Convention Daddy

STUART SPRAGUE, attorney formerly with NBC and now a partner in the New York firm of Crawford & Sprague, received a telephone call from Westport, Conn., during the Tuesday afternoon session of the NAB convention. He was about to become a father! A wild taxi dash to the airport got him there just in time to catch a plane home and to arrive just before Stuart Seely Sprague, 8 lb. 9 oz., was born in the wee hours of June 24. Mother, father and son are all reported doing nicely.

ONE SPONSOR, 14 HOURS

Heavy Weekly Schedule of Sherman Clay & Co. in San Francisco Believed to Set Record

LONGEST commercial on San Francisco airlanes, and possibly the longest single show in the country, is KJBS's nightly *Magic Hour* for Sherman Clay & Co., large San Francisco music store. Produced and presented by Wallace Gade of the KJBS announcing staff, the program is heard seven nights a week, 365 days a year, between the hours of 10 and 12 midnight, over both KJBS and KQW, San Jose.

From 10 to 11:30 each night the show is devoted to classical recordings, with an opera usually included in the choice of recordings. Sunday night, however, is symphony night. From 11:30 to 11:35, final news broadcast of the day is given, while the period from 11:35 to midnight is devoted to dance music.

Number of commercial announcements during the two-hour period is governed by the nature of recordings played. In any case, the general continuity slant is along the lines of institutional copy, with occasional plugs for pianos, radios, and other equipment handled by Sherman Clay & Co. Although no particular effort is made to sell records, a close correlation between record sales at the store and music played on the program has frequently been noted.

The program, handled by the Kelso Norman Organization, San Francisco advertising agency, has been on the air for three years, having originally started as a cooperative venture with RCA subsidizing half the cost. So successful was the scheme that shortly afterward Sherman Clay & Co. took it over on a full commercial basis.

Written requests are encouraged, as the program is built to conform to requests of listeners.

Fleischmann's Series

STANDARD BRANDS Inc., New York, in the interest of Fleischmann Yeast, on July 4 starts for 13 weeks, a new musical series featuring Werner Janssen, director, on 63 NBC-Blue stations, emanating from Hollywood. Program, to be heard Sundays, 3:30-4 p. m. (PST), will be titled *Werner Janssen*, and moves into the spot recently vacated by Robert Ripley. It will switch to Wednesday nights in September. Janssen was musical director of the Chase & Sanborn program which also originates from the NBC Hollywood studios. For his new series he will use the same 35-piece orchestra and feature special orchestrations with an occasional guest vocalist. Robert Armbruster, who recently completed the National Ice series with Gladys Swarthout featured, succeeds Janssen on the Chase & Sanborn program. Agency is J. Walter Thompson Co., New York.

Seek 50,000 Watts

APPLICATIONS for authority to operate with 50,000 watts power on the 1460 kc. channel were filed simultaneously with the FCC June 18 by WJSV, Washington, and KSTP, St. Paul. WJSV, CBS station, uses 10,000 watts day and night on the high power regional channel while KSTP uses 10,000 watts at night and 25,000 watts until local sunset.

Shifting of Mutual-Don Lee Spurs Trend to Film Colony

Three Major Networks Have Hollywood Offices; Rumors of Warner Abandoning Radio Denied

By DAVID GLICKMAN

PREDICTION that Hollywood will shortly become the radio production center of the country has been given new impetus with announcement that Mutual-Don Lee Broadcasting System will establish western headquarters in that city and originate many transcontinental programs from there. This will make the third major network to locate in Hollywood.

Don Lee Broadcasting System, the Pacific Coast outlet of Mutual, is now headquartered in downtown Los Angeles. Lewis Allen Weiss, general manager, on leaving that city June 15 for the NAB convention and to attend a series of eastern conferences, announced that headquarters would be moved to Hollywood, stating that Don Lee would either build new studios or lease the present NBC quarters in that city. Negotiations were started by Weiss and Don E. Gilman, NBC western division vice-president, Hollywood, before the former left the West Coast. They were to be continued when Weiss conferred with Judge A. L. Ashby, NBC's New York vice-president and general attorney. If they come to an agreement on price, the move will be made after NBC's new Hollywood studios and offices are ready for occupancy.

Site of NBC's new Hollywood studios will not be revealed until lease on the present headquarters is disposed of. The NBC lease has 3½ years to go. If the deal with Don Lee is consummated, it will take NBC from eight to 10 months to build and move into new Hollywood studios.

Meanwhile, Mr. Weiss announced that all major Pacific Coast productions of his network would be concentrated in Hollywood and Los Angeles following the trend of radio, and switched the nine year old afternoon *Feminine Fancies* and also *Morning Merrymakers* programs from KFRC, San Francisco, to KHJ, Los Angeles, for origination. Several new fall transcontinental shows are also slated for Hollywood origination over the Mutual-Don Lee System.

KFWB Not for Sale

Earl C. Anthony, owner of KFI-KECA, Los Angeles, is anxious to have a Hollywood station and has been negotiating with Warner Bros. for purchase of KFWB and also with Victor Dalton, owner of KMTR, but the general impression is that nothing will come of it. Dalton definitely stated that he will not sell. He is interested only in affiliating his station with NBC as the Blue network outlet, to replace KECA. KFWB officials also state that the station isn't for sale, and if negotiations are under way they know nothing about it.

Harrison Holliway, general manager of KFI-KECA, stated that an offer has been made and some decision will be reached soon. Harry M. Warner, president of Warner Bros. First National Pictures, which owns and operates KFWB, was scheduled to return to Hollywood the end of June when further discussion was to be held. A conference between Warner, Anthony and Holliway was scheduled. Holliway, who hasn't missed an NAB convention in several years, remained in Los Angeles this year because of the negotiations.

In event the FCC approved ownership transfer of KFWB to Anthony, it is said that the Warner Bros. call letters would be scrapped in favor of KECA. Under these conditions KFWB's wave length would be taken over as NBC's Blue network outlet. KECA's frequency would be vacated. General opinion in Southern California is that the FCC will not sanction transfer to Anthony who already has two stations in Los Angeles county, even if he did offer to scrap KECA.

The Anthony negotiations for KFWB has also given rise to story that if the deal goes through, NBC will either lease or buy the adjoining old Warner Bros. lot on Sunset Boulevard, and build its new headquarters. This is denied by Lenox R. Lohr, NBC New York president, and Mr. Gilman. The lot was being considered along with other property, but has been eliminated, it was said. Regardless, NBC and Anthony are interlocked in the Warner Bros. deal which would be advantageous to both.

Radio Policy Unsettled

With Martin Gosch resigning as radio director of Warner Bros., and also giving up his vice-presidency of Transamerican Artists Bureau, over what is said to be "differences of policy," and the Anthony-KFWB deal pending, the story is being circulated on the Pacific Coast that the film company contemplates retirement from the radio field. This has been denied by Maj. Nathan Levison, Warner sound department chief engineer. Along with it is an unconfirmed rumor that grows with momentum that a new transcontinental network, involving Hearst Radio Inc., and Warner Bros. is in the making.

It is well known that Warner Bros. has suffered through its 1936 controversy with ASCAP, and would be in a position to more prominently exploit its vast repository of musical compositions through a liberal network arrangement. Added impetus has been given to this rumor by the recent special affiliation between Hearst Radio Inc. and Transamerican Radio & Television Corp., which gives the latter right to sell time on the 10 Hearst stations and the California Broadcasting System to clients for whom Transamerican is producing programs [BROADCASTING, June 15].

Show Goes On

WHEN, a few hours before her 1 p. m. broadcast on WOR on June 18, Gretta Palmer, women's commentator, was rushed to the hospital for observation, Ray Lyon, recording supervisor of the station, also went to the hospital, set up his portable recording equipment alongside the bed, recorded her talk in three parts so that the commercials could be inserted by the announcer, and rushed back to the station in time for a rehearsal so that the announcer could be properly cued in. That afternoon, from her hospital bed, Miss Palmer heard herself along with her regular audience, as she did her stint for the Walker-Gordon Laboratory Co.

San Francisco C of C Files Protest Against Radio's Exodus From the City

The San Francisco Chamber of Commerce officials, who conservatively estimate that the recent moves of big shows to Hollywood has taken $10,000 from the weekly local payroll, have lodged a formal complaint with Wilbur Eickelburg, manager of KFRC, the local Don Lee-Mutual outlet. He has been asked to meet with the Chamber officials to work out a plan for the increase of the city's radio facilities, rather than their decrease. Just recently KFRC announced its intention to transfer *Morning Merrymakers* and *Feminine Fancies*, two daily variety shows, to Los Angeles after June 25.

While Chamber executives were arranging this meeting with Mutual, NBC announced that *One Man's Family*, will transfer to Hollywood Aug. 8. This means that Carlton E. Morse, the author, and 11 members of the cast will be taken out of San Francisco. Their weekly payroll alone is more than $2,000.

A few months ago KSFO, the CBS station in San Francisco, started the exodus by moving its *Western Home Hour* — a variety show, employing a large company, including an orchestra—to Hollywood.

Already one newspaper radio columnist is calling San Francisco the "radio ghost town." This writer predicted in a recent issue: "By mid-autumn San Francisco will merely be an outlet on a 'ghost-to-ghost' network—an outlet for Los Angeles airshows which formerly originated here."

The Chamber of Commerce's proposed meeting with Mr. Eickelburg was delayed owing to the fact that the KFRC manager was attending the NAB convention in Chicago.

The San Francisco Musicians' Union, Local 6, has opposed the threatened dismissal of the 12-piece studio orchestra at KFRC. With the two major studio broadcasts scheduled to be moved to Los Angeles, it was indicated there would be no further use for the orchestra.

The union stated that if the musicians, who had been employed on a two-hour daily basis, are dropped, KFRC will lose its two remotes, El Patio Ballroom and the Sir Francis Drake Hotel. The latter is closed at present due to the San Francisco hotel strike.

Recently KSFO tried to get by without a studio orchestra when its *Western Home Hour* was moved to Hollywood. However, the station management was forced to hire a group of musicians who form two ensembles, one eight-piece and the other a four-piece group.

Andrew C. Love, head of the NBC San Francisco continuity acceptance department, has been transferred to a similar post in Hollywood, the announcement being made by Don E. Gilman, NBC western division vice-president. Creation of the new Hollywood department has been brought about by the increase in program production and by growing importance of the editing phase of continuity work, Gilman stated. With Love's transfer to Hollywood, several other changes have taken place in the NBC San Francisco studios. Byron Mills, for several years on the continuity staff, has been made head of that department.

Gilman Explains Moves

Through the NBC press department in San Francisco Don Gilman, vice-president in charge of the western division, branded as erroneous the reports that the NBC is moving to Hollywood entirely.

Mr. Gilman pointed out that the reduction of the staff in San Francisco and the resultant increase in personnel in Hollywood was brought about through the adjustment of programs on the Pacific Coast. At the same time he stressed the fact that the NBC has a $2,000,000 investment in San Francisco and that operations there will be maintained. He said the move of *One Man's Family* to Hollywood was temporary and was arranged merely for the convenience of the cast.

Varady May Add Discs

VARADY OF VIENNA Inc., Chicago (cosmetics), discontinued its Sunday afternoon MBS program June 26 but will return to the air Sept. 26 using the same stations, WGN, CKLW, WGR, WGAR, WCAE, WBAL, WMCA, WHKC, WSAI, with the possibility that the transcribed rebroadcast over WOR will be continued. Meanwhile the firm is continuing its two-minute transcribed announcements broadcast two and three time daily over CKLW, WMCA, WIP and WAVE with the possibility that more may be added. Baggaley, Horton & Hoyt, Inc., Chicago, is the agency.

Long Beach Uses Discs

LONG BEACH Chamber of Commerce, Long Beach, Cal., to promote its International Water Festival, to be held in that city July 16-18, on July 10 starts a brief campaign, using six quarter-hour dramatic programs on 10 Southern California stations. Series, cut by Consolidated Transcription Library, Hollywood, has been placed on KFOX, KFWB, KMPC, KGB, KFXM, KVOE, KDB, KXO, KMJ, KGDM. Max Becker Adv. Agency, Long Beach, has account.

Biscuit Firm Plans

NATIONAL BISCUIT Co., New York (biscuits), sponsoring *Dan Harding's Wife* over WMAQ, Chicago, is considering putting the serial on a coast-to-coast NBC network this fall. Authored by Ken Robinson, NBC-Chicago continuity chief, the quarter-hour daytime show has proven successful for the biscuit firm in Chicago. McCann-Erickson Inc., Chicago, is the agency.

The Foolproof Duo–Daytime and Women

By LAWRENCE HOLCOMB
Radio Director, Fletcher & Ellis Inc.

Scientific Merchandising Gets Surprising Results From Serial Dramas—How Such Programs Are Handled

THE AIR is full of serial dramas and serial dramas are full of sales possibilities if they are handled properly. Lawrence Holcomb has handled a lot of these programs and he is on intimate terms with their kinks and quirks. As continuity editor of NBC's central division in Chicago he dwelt in serial drama headquarters, for Chicago has almost a monopoly on this form of program. Now an agency executive, Mr. Holcomb is still a serial drama booster, and he tells some tricks of the trade.

THERE is more to merchandising the five-times-a-week daytime serial drama than meets the eye. Despite the tremendous and record-breaking premium "pulls" scored by so many programs which fall into this classification, there still are failures recorded. This may, of course, be due to the low entertainment value of the program or to the fact that the premium is unattractive to the audience reached by the series. However, that is not the entire answer in many cases.

Mr. Holcomb

Only too often the program and campaign have received slipshod supervision because the agency still fails to grasp the fact that such offers can be made scientifically foolproof, given a reasonably entertaining vehicle and a normally attractive premium. The lack of understanding in such cases is basic. The agency executive obviously does not understand that the daytime dramatic program cannot be classified with any other type of radio broadcasting. It is a field unique to itself.

Any musical or variety type of program, any one time dramatic broadcast, any news or stunt program is essentially a show. Now don't gasp—a five or three times a week daytime dramatic series is *not a show* and should not be treated as such!

Radio Eavesdropping

You've no doubt noticed that in the most effective daytime women's appeal dramas the names of the actors are never announced on the air. On the other hand, all big evening shows depend almost entirely on the "name value" of stars to attract a listening audience.

Also consider this. In the half-hour, one time, dramatic broadcast, and in the dramatic section of a variety program there are frequent shifts of locale during the course of the story which are featured by short interludes of mood music or by the announcer's breaking in to re-set the scene.

In most daytime serials there is either one setting and time sequence throughout, or a change of locale or time is indicated by fading directly yet unobtrusively from one sequence to the next. This is done so the framework and mechanics of the program will not obtrude themselves on the consciousness of the listener.

What I am driving at is this. Every effort is made to make the daytime daily drama appear as a real-life happening which is being eavesdropped on by the listener. Every extreme is adopted to prevent the feeling of artificiality or "show" from obtruding itself on the consciousness or sub-consciousness of the listener.

And the peculiar part of all this is the fact that statistics prove this treatment works successfully on that most important of all persons, the American housewife. A survey of fan mail will impress on anyone the fact that the woman listener considers the characters of her favorite dramatic series as personal friends. And, as such, they are as real to her as her neighbors and hold as firm a place in her affections.

Possessive Urge

When you once realize this, you see opened up before you vast, new vistas of merchandising possibilities. The answer to the problem of most efficiently presenting a premium offer is made clear and simple. It is this: One week before the offer is to be made, start to build the premium into the script as part of the story itself. In other words, associate the article to be offered as intimately as possible with the characters. This should tend to have the same effect on a listener as going to the house of a friend and seeing an attractive article in use.

When a friend of yours has something that is attractive, you naturally would like to have it, or one like it, yourself. Your desire to possess the article is twice as strong because you have seen it being used and enjoyed. The problem of the script writer is to picture the use of the premium so vividly that the listener will see it just as clearly in her imagination as she pictures the characters and action of the broadcast. By the time the offer is made the first time the great majority of the listeners should be "simply dying" to possess the article.

It is not necessary for a writer to lower the quality of his writing during such premium build-up sequence. Good plot can be written around any point you want to turn it on. Entire new plot trends are often opened up for the writer who gives a little thought to such a problem.

For example, when Clara, Lu and Em were last featured on a regular daytime dramatic series, the sponsor decided he wished to use a can opener as a premium offer. The way that Clara, Lu and Em handled the situation was this. The husband of one of the girls had already been pictured as "broke." They now proceeded to write a script in which he invented a can opener and had it patented.

His experiences, beginning with the invention stage and continuing right through to the time he sold the rights to it for a small fortune, resulted in well over a week of intensely interesting episodes. Incidentally, having a sympathetic character actually invent the item was nothing short of genius. When the announcer finally stepped up to the mike and offered every listener a chance to have a can opener just like the one that the husband had invented, there was a perfect deluge of mail.

Another interesting example comes to mind. Last summer a cereal company designed a premium offer of sun-suits for young children to be offered on a story-telling hour which they had on the air five times a week. The same company was also sponsoring *Girl Alone*, daytime dramatic series. Almost as an afterthought, they decided to make the same premium offer on *Girl Alone* at the same time they were making it on the later afternoon story-telling hour. Frankly, they did not expect much in the way of results form the *Girl Alone* offer since the premium was designed for that program. However, Fayette Krumb, the author of *Girl Alone* wrote an interesting beach sequence into her story.

Naturally the suits were used by children on the beach in the story itself. The result of the offer astounded every one. Many times as many replies were received from the *Girl Alone* program as there were from the story-telling hour for which the program was designed.

The Local Test

About six months ago, Staley Gloss Starch Cubes decided to sponsor a local program in the Chicago area. They chose as a vehicle a script series entitled *Dan Harding's Wife*. The Staley Company proceeded to merchandise the the program by offering a clothespin apron as a premium. This was worked humorously into the script by having it given by Dona to her 16-year old twin, Dean, as a birthday present. However, the apron was featured as so attractive that the mother, Rhoda Harding, immediately tried to get Dean to turn the apron over to her.

It was made a source of great interest for well over a week. The result of the offer was that the Staley Company was able to multiply its Chicago distribution considerably. Up to then its distribution in certain sections of the Chicago area had been distinctly spotty. Shortly after the premium offer, Staley Gloss Starch Cubes had found their welcome way into every worth while grocery store in the city of Chicago.

Incidentally I have found that the surest way to sell a dramatic daytime program to a prospective sponsor is to urge a local test, which will determine whether or not it should be put on one of the national networks. This can be done with absolute assurance that the program will be successful . . . that is, it will be if the writer of the script knows his job. No other type of program is as foolproof.

EUROPE TURNS TO SPONSORSHIP

Several Countries Permit Commercial Announcements —To Finance State Radio Systems—

UNDER the duress of finding new sources of revenues to aid in armament and other governmental expenditures, some European governments are turning to the American plan of sponsoring broadcasting, according to Orrin E. Dunlap Jr., radio editor of the *New York Times*, in his leading article of June 6.

The necessity of providing additional revenue, he reports, has prompted the official broadcasting company of Austria to permit commercial spot announcements at 20 cents per word. This may help Austria raise $200,000 a year additional taxes which have been imposed upon the broadcasting company due to armament expenditures. Turkey is reported to have assigned Dr. Herzberg, former stage manager for Max Reinhardt in Berlin, as general manager of its broadcasting system, and he is said to be considering the introduction of advertising. Greece, for whom the Germans are building a new 15,000-watt station at Athens to start this summer, is considering commercial broadcasting, and a British company has leased Radio Lyon in France for commercial programs destined for the British Isles. New Zealand also has instituted four commercial stations.

It is said that the revenues from radio set taxes are now insufficient to meet the needs of the government-owned radio monopolies, these needs being (1) self-support and (2) revenues for the governmental treasuries. Latest available statistics show 30,000,000 radios in use in all of Europe, as against some 24,000,000 in the United States. Practically all radio sets in Europe are taxed.

Canadian Stations Given Additional Advertising Time

JAMES MONTAGNES

CANADIAN broadcasters will be allowed a greater leeway in advertising time starting almost immediately, Gladstone Murray, general manager of the Canadian Broadcasting Corp., told BROADCASTING in an exclusive interview. The advertising content per hour will be raised from the present non-enforced 5% per hour to an enforced 10%, or six minutes per hour.

In addition to this, spot announcements will be allotted two minutes per hour, but there will be no stopping a broadcaster putting all his spots or any amount of them at any given period. Thus a broadcaster can run his allotted time for two or more hours at once, putting all his spots in at the best time. His daily total however must not amount to more than two minutes per hour of operation.

The Canadian Broadcasting Corp. itself is definitely going after more sponsored programs, to pay for the upkeep of the five high powered transmitters to be installed within the next three years. Two Western Electric plants will be ready by Oct. 1, at Montreal and Toronto. These mean an added capital expense of $500,000, and it is estimated that the five stations together will require $900,000 in annual maintenance charges. To pay for this and the added hours of sustaining programs, which will also go into operation in October, the corporation needs extra funds above the $2,000,000 collected as license fees from listeners.

While the CBC is not going in a big way after commercial time as yet, it has been swamped with requests for time on the two new stations, General Manager Murray stated, and it has become a matter of reserving space for necessary sustaining programs. Both American and Canadian sponsored programs will be carried, with many more American advertising network programs lined up when the new stations begin operation.

New call letters will be given to the high powered regional transmitters—in Vancouver CBR, in Toronto, CBL, in Montreal, CBF, in the prairie provinces, CBK and in the maritime provinces, CBA.

Sunday advertising and beer and wine advertising will be definitely ruled on by the CBC governors at their August meeting in Quebec. It is not likely that Sunday sponsored programs will be eliminated, or that beer and wine programs will be altogether cancelled from Quebec and British Columbia stations where such advertising is allowed.

Privately-owned stations will be limited to 1,000 watts power, but they have been given a security of tenure, Murray explained. There is no likelihood of their being eliminated from the Canadian air now, but there will perhaps be some wavelength shuffling during the winter, after the Havana international wavelength conference between Canada, the United States, Mexico and Cuba. Since Canadian stations have no vested air rights it is expected the CBC will have the pick of the bands. Present private high power stations will not be made to cut their power, but they cannot raise it.

Bundt Test Campaign

BUNDT LABORATORIES, Detroit, will use radio as a part of a campaign being planned for Iodogrin, a throat ailment remedy. Radio will be tied into a national campaign which will follow a test campaign now being undertaken in newspapers. C. E. Rickerd Adv. Agency, Detroit, handles the account.

Railroad Plans Series

ILLINOIS CENTRAL Co., Chicago (railroad), is contemplating a one-hour musical variety show to be aired over a NBC-midwestern network this fall following the *RCA Magic Key* program. Caples Co., Chicago, is the agency.

College Starts Test

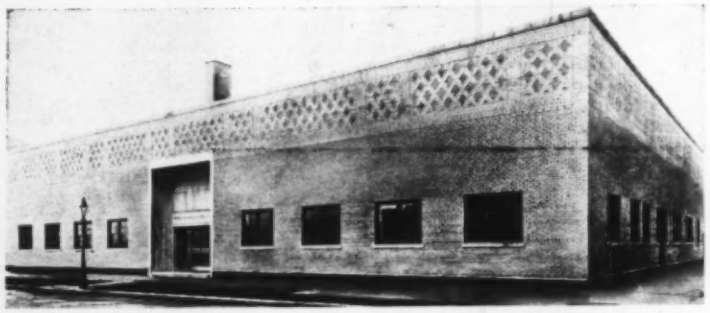
BOB JONES COLLEGE, Cleveland, Tenn. (religious), has appointed the Allied Advertising Agencies Inc., Los Angeles, to direct its Pacific Coast radio activities and late in June started a three-month test campaign talk. Dick Smith services the account.

WRTD Completes Staff, Goes on Air, Joins NBC

Mr. Arnoux

ITS STAFF completed, WRTD, Richmond, new 100-watter on 1500 kc., went on the air June 24 and joined the NBC-Blue network on June 27 under the direction of Campbell Arnoux, general manager of WTAR, Norfolk. The same day WMBG went on NBC-Red while WRVA joined CBS. WRTD is licensed to the *Richmond Times Dispatch* whose owners publish the *Norfolk Virginian Pilot* and *Ledger-Dispatch*, and operate WTAR. Ovelton Maxey, recently with WBTM, Danville, Va., is resident manager of WRTD, with David Bain, formerly with WTAL, Tallahassee, Fla., chief engineer; Florence C. Thomas, program director; Bernard Dabney, continuity manager. John Carl Moran, WTAR announcer, is at WRTD for several weeks, to be relieved later by Ernest Bowman. Temporary quarters have been set up in the State Planters Bank Bldg. until mid-July when the penthouse studios and offices will be ready.

New Chicago Home of World



WBS Opens New Chicago Headquarters; Spot Promotion Cooperative Is Urged

LOCATED two blocks east of Michigan Ave. in the heart of Chicago's advertising district, the new Chicago headquarters of World Broadcasting System at 201 E. Erie St. were officially opened June 21 and were visited by many NAB conventioneers. With elaborate offices, three modern studios and complete vertical recording and processing facilities, the plant is the only one of its kind in the Middle West. Built under the supervision of New York esgineers who modernized the WBS plant at 711 Fifth Ave., New York, it embodies the latest scientific resources and sound reproduction experiences of Bell Laboratories, Western Electric and ERPI.

At an informal dinner given by Percy L. Deutsch, WBS president, the night of June 19, the organization of a possible cooperative company to create spot business was discussed by WBS executives with a dozen invited guests. Such a company would operate as a separate entity in the transcription library and processing field. The sentiment was that WBS should be encouraged in its creative work on the theory that the existing system is not ideal. No decision was reached however, on any plan and Mr. Deutsch will submit a definite proposition later.

It was generally agreed at the dinner that the library service is not sufficiently remunerative to permit an organization such as WBS, as now constituted, to engage in the widespread development of new spot business. In most cases station affiliates of WBS pay commissions of some 7½% on business originating with WBS, but other methods of remuneration were considered.

Attending the dinner, in addition to Mr. Deutsch, were A. J. Kendrick, Chicago vice-president of WBS; Reed Wight, Chicago sales manager of WBS; Martin Campbell, WFAA, Dallas; C. W. Myers, KOIN-KALE, Portland, Ore.; Lewis Allen Weiss, Don Lee Network; Joseph O. Maland, WHO, Des Moines; Arthur B. Church, KMBC, Kansas City; I. R. Lounsberry, WGR-WKBW, Buffalo, Theodore C. Streibert, WOR, Newark; Walter J. Damm, WTMJ, Milwaukee; G. Richard Shafto, WIS, Columbia, S. C.

PATTERSON SEEKS TO ACQUIRE KGGC

REV. S. H. PATTERSON, who on June 1 became manager of KGGC, San Francisco, will shortly apply to the FCC to approve his purchase of that 100-watt station at an undisclosed price from the Golden Gate Broadcasting Corp., of which the Rev. R. G. Craig of the Glad Tidings Temple is the principal stockholder. Mr. Patterson formerly owned KVOR, Colorado Springs, which he sold to the *Oklahoma City Oklahoman* interests last year for $80,000.

Mr. Patterson also has pending before the FCC an application for a new 100-watt station on 1420 kc. in Cheyenne, Wyo., in which he would hold 45% interest, with Richard Schroeder and John Arp, of Cheyenne, holding the remaining stock. Late last year Patterson also bought KIUL, Garden City, Kan., but he withdrew his application for voluntary transfer June 15. He also had an application before the FCC at one time for a new 1,000-watt station on 1570 kc. in Denver, but dropped it.

Mr. Patterson stated that plans for radical changes in KGGC equipment and studio policies are under way. A new RCA 250-watt transmitter is being installed in the Olympic Hotel in downtown San Francisco. On the roof of the hostelry will be constructed a 179-foot quarter-wave vertical radiator. At least two new studios will be built and the present ones completely renovated and modernized. Completion of the tower and new studios is expected by Sept. 1, after which KGGC will operate on a full time 24-hour basis, Mr. Patterson stated.

Canadian Board Changes

COL. WILFRED BOVEY, one of the nine members of the board of governors of the Canadian Broadcasting Corp., resigned at the end of May because of pressure of work in his post as Director of Extramural Relations at McGill University, Montreal. He was succeeded by Rev. Canon Wilfred E. Fuller, of Campbellton, N. B., which in some circles is interpreted as a move to placate the English-speaking Protestants, some of whom have objected to the inclusion on the board of the Roman Catholic priest, Prof. A. Vachon, of Laval University, Quebec.

President on Air

PRESIDENT Franklin D. Roosevelt was to exchange good neighbor greeting with Lord Tweedsmuir, Governor General of Canada, in a special international broadcast celebrating Dominion Day, July 1, 9:30-10 p.m. on NBC-Blue network. The President was to be heard for four minutes, speaking from Hyde Park, while Lord Tweedsmuir was to speak from the CBC studios in Canada in this celebration marking the 17th anniversary of the Confederation of Canada.

Gruen on NBC-Red

GRUEN WATCH Co., Cincinnati, will star Sheila Barrett of night club fame and Joe Rines and his orchestra in a half-hour Sunday evening series on NBC-Red, beginning Oct. 3. Guest stars will also be featured in the series, which was placed through the Cleveland office of McCann-Erickson Inc.

XUM

Mrs. Elliott Roosevelt Acquires Stock Control Of KFJZ, Fort Worth

MRS. ELLIOTT ROOSEVELT, daughter-in-law of President Roosevelt, who was Ruth Goggins of Fort Worth before she married the second son of the President, has purchased the majority of the stock of Fort Worth Broadcasters Inc., licensee of KFJZ, Fort Worth local on 1370 kc. The purchase was from R. S. Bishop, who owned 99.3% of the corporation's stock, and the deal is subject to FCC approval.

Elliott Roosevelt, who for nearly two years has been vice-president of Hearst Radio Inc., in charge of its Southwestern stations with headquarters in Fort Worth, stated that the purchase of KFJZ will not affect his association with Hearst Radio.

The purchase price was not disclosed by Jesse Martin, attorney who announced the deal. Mr. Bishop, it was stated, will continue to operate the station for the time being with Harry Hutchinson to be manager after the station is taken over by its new owner. Mr. Hutchinson, formerly with KOMA, Oklahoma City, and KVOO, Tulsa, is already working under Mr. Bishop. The stock will be in the name of Mrs. Ruth G. Roosevelt. Present personnel of KFJZ will be maintained for the most part. Mrs. Roosevelt is the daughter of a wealthy Texas oil operator.

KFJZ was founded in 1918 at Camp Bowie and was used by the government during the war. Later it was taken over by W. E. Branch, now a Fort Worth radio construction engineer with broadcasting interests along the Mexican border, who operated it as a 50-watter with the transmitter in a clothes closet and his living room as a studio. Other former owners of the station were the Southwestern Baptist Theological Seminary, H. C. Allison and the late H. C. Meacham. Mr. Bishop purchased the stock from the Meacham estate in 1930.

Rivals in Louisville

THIRD applicant for a new broadcasting station in Louisville is WAVE, Inc., licensee of WAVE, which has asked the FCC for a construction permit for 250 watts night and 500 watts day on 610 kc. Previously filed, and already heard by an FCC examiner, was the application of the *Louisville Courier-Journal* and *Times*, operators of WHAS, asking for 100 watts full time on 1210 kc. The other pending application, not yet heard, is that of D. E. (Plug) Kendrick, who recently sold his interest in WIRE, Indianapolis, also seeking 1210 kc. but with 250 watts day and 100 watts night.

Press Turns to Radio

PITTSBURGH'S three newspapers made a series of newscasts on WWSW and WCAE June 22 when a strike of the Wrappers and Shippers Union stopped publication of all local papers. John J. Davis and Ray Schneider handled the newscasts at regular half-hour intervals for WWSW, and Norman Twigger and James Murray broadcast on WCAE. When drivers struck in Philadelphia, June 14, the *Evening Bulletin* had a wire run from WIP, that city, and Harry Proctor gave five newscasts throughout the day.

MRS. ELLIOTT ROOSEVELT

C & O DISCONTINUES RADIO ADVERTISING

AFTER five years as a leading spot account, Cheaspeake & Ohio Railroad is discontinuing its radio advertising effective June 30 coincident with a curtailment in all other schedules.

The decision to drop its radio spots amounting to approximately $100,000 a year, follows the death of L. C. Probert, vice-president of the line and a pioneer in the use of radio for railroad promotion. Executives of the Van Sweringen road, even during Mr. Probert's tenure, were opposed to radio advertising as have been the old line heads of other roads. It was during Mr. Probert's incumbency that the controversy over the use of new media was precipitated in railroad advertising circles. In spite of the opposition Mr. Probert persisted in his use of five-minute transcriptions. Even during the depression C & O was one of the two roads in the country which never missed a dividend.

In cancelling present contracts running on nine stations, C & O is taking a short-rate on them, it is understood. Until Mr. Probert's death last February the list of stations totalled some 16 but was curtailed shortly thereafter. Lewis Edwin Ryan Advertising Agency, of Washington, has been handling the radio portion of the C & O account. Herluf Provensen, vice-president, has been the account executive.

Stations which have received the cancellation orders are WRC, WMAL, WCKY, WIRE, WAVE, KSD, WREN, KPRC and KVOO.

The decision to curtail all advertising expenditures was reached, it is reported, by W. J. Harahan, C & O president and Walter Jackson, the new advertising manager.

Wasey on NBC for Year

FOLLOWING the tested formula of broadcasting hillbilly music to sell proprietary products, Wasey Products Corp., New York, has signed a 52-week contract with NBC to sponsor the music of *Carson Robinson and His Buckaroos* in the interest of Zemo, Musterole and other products on the Blue network each Monday, Wednesday and Friday afternoon from 4 to 4:15, beginning Oct. 4. Programs are handled by Erwin, Wasey & Co. Inc., New York.

BASEBALL SOUNDS
Fool Fans on WMT Wired Game Descriptions

BASEBALL broadcasts on WMT, Cedar Rapids, Ia., have the fans guessing as to whether telegraphic play-by-play descriptions are aired or the announcer is right behind home plate. Bert Puckett, WMT sportscaster, rigged up a small bat and sponge rubber pad.

On called strikes and balls, or when the batter misses the pitch, Puckett smacks the rubber pad and it sounds like a ball hitting the catcher's mitt. When the batter connects with one, the suspended bat is hit with a small mallet and crowd noises are used in the background build-up of exciting plays. During the broadcasts the WMT phones are busy with fans wanting to know if the game is telegraphic or play-by-play from the ball park.

WSNJ, Bridgeton, N. J., To Take the Air Aug. 1

AUTHORIZED last Jan. 27 by the FCC, the new WSNJ at Bridgeton, N. J., 100 watts daytime on 1210 kc., will go on regular schedule about Aug. 1, using RCA equipment throughout and a 180-foot Lehigh tower. Licensee of the station is Howard B. Frazier, Philadelphia consulting radio engineer, who will continue his consulting practice and act as advisory chief engineer of WSNJ. Its general manager will be Paul Alger, who started in radio as an announcer with WCAM, Camden, then went to WPEN, Philadelphia, where he conducted the famous *Lucky Dollar Club* and later served with WDAS and WBIG in the same city.

Commercial manager will be Burt P. McKinnie, director of the old McKinnie Operatic Co. and more recently circuit director and member of the board of managers of the Swarthmore Chautauqua. Studios, offices and transmitter will be housed together in a new modernistic unit occupying a four-acre tract on the outskirts of Bridgeton and designed by Silverman & Levy, Philadelphia architects. Mr. Frazier formerly was with WPEN, WRAX, WFAS, WDAS and with the old American, General and Amalgamated systems but has been in consulting work for the last two years.

Avalon on Six Stations

BROWN & WILLIAMSON TOBACCO Co., Louisville, which began sponsoring a three-a-week broadcast of sports and news on WEEI, Boston, early in June, on June 28 extended the broadcasts to include a six-station CBS hookup in New England consisting of WEEI, WLBZ, WPRO, WORC, WMAS and WDRC. Broadcasts, from 7:30 to 7:45 p. m. on Mondays, Wednesdays and Fridays, are conducted by Neal O'Hara, columnist on a Boston newspaper, and consist of a section from O'Hara's column, a sports review and a discussion of every-day events. Series advertising Avalon cigarettes was placed through BBDO, New York.

TRANSFER of control of the Plains Radio Broadcasting Co. Inc., operating KGNC, Amarillo, and KFYO, Lubbock, from the estate of Wilbur C. Hawk and Gene A. Howe to the Globe News Publishing Co. Inc., was authorized June 8 by the FCC Broadcast Division.

Wilson Is Retained As Cuban Advisor

Will Serve as Consultant to Island During Conference

HERBERT L. WILSON, consulting radio engineer of New York, has been retained by the Republic of Cuba as engineering consultant in connection with the impending North American allocation of frequencies.

Dr. Wilson

Dr. Wilson returned to the United States June 14 after three weeks in Havana, at which time arrangements for his services were completed with the Cuban Government. Dr. Juan Remos, Secretary of State for Foreign Affairs, completed the arrangements.

In his consulting capacity Dr. Wilson will handle the preliminary and preparatory work for the Cuban Government in connection with the Nov. 1 Pan American Conference which has as its objective drafting of a treaty for division of broadcasting frequencies among the nations in the Americas. He will also serve as chief technical advisor to the Cuban delegation attending the Pan American Conference.

Dr. Wilson has been acting in a consulting capacity with a number of privately-owned Cuban broadcasting stations. The nature of this work has been cleaning up of equipment and eliminating heterodyning interference and over-modulation which has resulted from the rather haphazard radio operations on the Island. He explained that his effort in this connection is to bring the Cuban broadcast structure up to a par with that existing in this country through introduction of American engineering standards and principles.

Of the 30 stations in Cuba, some eight already have revised their technical systems in accordance with specifications outlined by Dr. Wilson. Ultimately it is planned to put the entire roster of Cuban stations on a sound engineering basis.

McKesson on Net

FOLLOWING a 21-week test in New England on a three-station hookup (WTIC, WTAG, WNAC), McKesson & Robbins Inc., Bridgeport, Conn., is bringing its radio serial *Girl Interne—Joyce Jordan*, sponsored for Calox Tooth Powder, into New York on WEAF, beginning June 28. Program, a dramatic serial of hospital life, is scheduled for 52 weeks over a four-station NBC network and will be broadcast Monday through Friday from 2:45 to 3 p.m. until Oct. 8, after which the Friday broadcast will be dropped and the program continued on a four-day weekly schedule until June, 1938. Program is placed through Brown & Tarcher Inc., N. Y.

BLAIR WALLISER and Don Pontius of the WGN production department were lost June 20 for 20 hours in Lake Michigan off Kenosha, Wis., because of a heavy fog. Walliser was transporting his racing sloop *Revenge* by tow and sail from Bristol, R. I., where he had purchased it and had been joined at Milwaukee by Pontius.

Senator Robinson Offers New Bill To Shift Offices

Broad Powers for President in Revised Reorganization

PRESIDENT Roosevelt's plan to reorganize the Executive Branch of Government was embodied June 23 in a bill introduced by Senator Robinson, Democratic majority leader, which had avowed administration support. The FCC, as well as the other so-called independent agencies, would be vitally affected by passage of the Robinson Bill in its present form. In an explanation of his measure for the press, Senator Robinson said it definitely protected these agencies from abolition or emasculation by executive order.

However, in the words of the bill, the President would be authorized with certain limitations, to transfer, retransfer, regroup, coordinate, consolidate, reorganize, segregate or abolish any or all of these agencies. The limitations would prevent actual abolition of the functions of these agencies, and would require a review of the president's executive orders by Congress within 60 days of issuance.

That the administration intends to throw its full strength behind the Robinson proposal was clearly indicated June 27 by Postmaster General Farley, upon his return from the Democratic parley on Jefferson Island in Chesapeake Bay. He said the administration would prefer to see Congress remain in session until such time as the reorganization measure and the Supreme Court revision projects were finally considered.

Possible Transfer

Under the bill, certain administrative duties of the FCC might be transferred to the Department of Commerce. Under the original plan as presented to Congress several months ago, the FCC would have been absorbed bodily into the Commerce Department.

The Robinson Bill, even with its compromse provisions designed to protect the FCC, Federal Trade Commisison, Interstate Commerce Commission and other agencies, failed to appease the expressed opposition of a bloc of Senators headed by Senator Byrd (D-Va.). The Virginia Senator, himself the head of a Senate Reorganization Committee, said unofficially he preferred the substance of a report made to his committee by Brookings Institution. That report recommended enlargement, rather than restriction of the duties of the quasi-judicial agencies, including the FCC.

In the House, Chairman Cochran of Missouri, head of the reorganization committee in that body, appointed four subcommittees to prepare legislation designed to meet the President's request. One committee would confine its activities to the plan for shifting about the independent agencies. It was headed by Rep. Lindsay Warren (D.-N. C.), and included Reps. Cochran (D.-Mo.), Vinson (D.-Ky), Kniffin, (D.-O.), Beam (R.-Ill.), and Taber (R.-N. Y.).

ELIMINATION of the tax on broadcast advertising is one of the more important changes in Missouri's new state sales tax law, which increased the rate of taxation from 1% to 2%.

KGLOmen

STANDING in a New York City drug store telephone booth, J. P. Gude of CBS station relations, perchance picked up some matches from the cigar counter, noted that the cover read "Green Mill Cafe, Mason City, Iowa" and turned back to the phone to learn that a wire had come from Lee P. Loomis, publisher of *Mason City Globe-Gazette*, operator of KGLO, asking for an appointment to discuss a CBS affiliation. When the contract had been signed, Gude gave Loomis the matches autographed by Gude and Herbert Akerburg, CBS vice-president. The matches will be placed in the cornerstone when new studios are built next year.

Connery Death Affects Capitol Radio Situation

THE SUDDEN death on June 16 of Rep. Connery (D-Mass.) is expected to have a bearing upon the radio situation at this session of Congress, according to opinion at the Capitol. Rep. Connery was the author of the House resolution H. Res. 92, providing for a sweeping investigation of alleged monopoly in radio. This investigation, which has been dormant practically since its introduction, last January, proposed setting up of a select committee of seven members which presumably would be headed by Rep. Connery, to engage in the investigation. The House Rules Committee, in spite of two hearings on a preferential rule to bring the resolution before the House, thus far has failed to give it right of way.

Rep. Connery also became a member of the House Patents committee, charged with copyright legislation, at this session. The committee, however, has had no hearings since the last session of Congress. Rep. Wigglesworth (R-Mass.), colleague of Rep. Connery, also has been active in demanding a congressional investigation of radio and it is possible he will continue the effort for the inquiry at this session. Administration leaders unofficially have indicated that there will be no such investigation as far as they are concerned.

Milk Fund to Place

THE New York State Bureau of Milk Publicity has appointed J. M. Mathes Inc., New York, in charge of its advertising for the third successive year. The $300,000 appropriation will be divided between newspapers and radio, with daily one-minute announcements on 16 stations through the state comprising the radio campaign, which will be started on Sept. 27. Wilfred S. King, radio director of the agency, said that the station list has not been completely made up yet.

FOR THE third successive season Sherwin-Williams Co., Cleveland pain manufacturer, will sponsor the *Metropolitan Opera Auditions of the Air* for a Sunday evening half-hour on NBC-Blue. Beginning Oct. 3 the series will continue until March 27, 1938, with Edward Johnson as master of ceremonies. Program was placed through Cecil, Warwick & Legler Inc., New York.

New Engineering Firm

Dr. George Brown and Paul Godley

G. H. Brown and Godley Form Engineering Firm

FORMATION of the consulting engineering firm of Godley & Brown was announced June 18 by Paul F. Godley, consulting engineer of Montclair, N. J.

Dr. George H. Brown, prominent radio scientist and for the last four years with the research division of RCA Manufacturing Co., Camden, on July 1 will join the firm with the resultant change in name, Mr. Godley declared.

A graduate of the University of Wisconsin where he received his P.H.D. and where he also served as a research fellow, Dr. Brown has been identified with development of television, ultra-high frequency and conventional broadcast antennas and with coverage and wave propagation research. He participated in the installation of the RCA experimental television station atop the Empire State Building and also did much work in connection with the development of the new CBS television station to be located in the Chrysler Building. Dr. Brown devised the miniature antenna method of determining effective types and shapes of antennas for RCA.

NBC Promotes Boyd

MAURICE M. BOYD, of the national spot division of NBC's Eastern sales department, has been appointed manager of the division, effective July 1, succeeding F. E. Spencer Jr., who has resigned to become vice-president of Craig & Hollingberry Inc., station representatives, in charge of its New York division. Boyd has been with NBC since January, 1933, and previously was associated with Westinghouse stations WBZ - WBZA, Boston-Springfield, and with R. H. Macy & Co.

United Farmers Contest

CONTEST series sponsored by United Farmers Cooperative Creamery Assn. Inc., Charleston, Mass., was completed on WORL, Boston, June 30. Children were urged to write letters telling why they liked the sponsor's products and proof of purchase was required. Five first prizes of $5 were given. United Farmers will begin another transcription series early in September over radio facilities yet to be obtained. Louis Glaser Inc., Boston, is agency.

Awards for Radio Plays Planned Semi-Annually By Radio Script Group

A SERIES of semi-annual awards for the best radio plays produced by American radio stations has been announced by the Radio Script Foundation, 535 Fifth Ave., New York, a non-profit endowment organized to award outstanding ability in the writing of radio plays and to secure for the radio playwright the same recognition that similar prize awards have given the theatrical playwright. Station owners are invited to submit to the Foundation's committee scripts of plays actually broadcast over their stations within the six-month periods starting Sept. 1 and March 1 of each year, roughly the winter and summer seasons. Nominations for the first awards will be accepted beginning Sept. 1.

For the best plays submitted, judged on the basis of the fullest use of the broadcasting medium, the Foundation will award a first prize of $100, second and third prizes of $50 each, and a fourth award of $25. A special award will be given to the director of the first prize radio play and a commemorative plaque to the station on which it was broadcast.

Judges for the first awards, covering the period from Sept. 1, 1937 to Feb. 28, 1938, are: Alfred J. McCosker, president WOR, representing broadcasting; Brock Pemberton, Broadway producer, representing the legitimate theatre; Ben Gross, radio critic of the *New York Daily News*, representing the radio critics; William Burnham, advertising manager, Bigelow-Sanford Carpet Co. Inc., representing sponsors; Antony Sanford, radio director, J. Walter Thompson Co., New York, representing agency production men; Selena Royle, actress, representing actors; Carl Reed, president, Elizabeth Marbury Inc., representing playwrights; Dr. O. H. Caldwell, former federal radio commissioner, representing technicians; Paul S. Ellison, Hygrade Sylvania Corp., representing the radio industry; and, for the committee, Georgia Backus, chairman of the board, Radio Events Inc., Joseph M. Koehler, president, Radio Events Inc., and Lloyd Jacquet, executive secretary of the Foundation.

Empire State Series

THE Committee of 1,000,000, an institution whose avowed purpose is "to combat the subversive influences undermining the traditional American form of living," is sponsoring a series of broadcasts over the New York State Broadcasting System, featuring Gerald L. K. Smith, well-known public speaker. Programs are broadcast for a half-hour on Friday evenings.

From South Africa

RENE F. CAPRARA, managing director of the South African Broadcasting Corp., will visit New York for 10 days starting July 10 on a tour of inspection of American broadcasting. Arrangements for visits to the NBC and CBS plants have been made. He may be contacted through the New York office of the Bureau of Foreign & Domestic Commerce, Department of Commerce, 743 Customhouse.

CENTRAL BROADCASTING CO., Des Moines
J. O. MALAND, Manager Phone --3-7147
National Representatives: FREE & PETERS, Inc.
New York Detroit Chicago Los Angeles San Francisco

WHO - Des Moines - Full Time - Clear Channel - 50,000 watts

Chips

from the station log

Program Amplifier Boosts Signal

WHO is the first radio station to use the new Western Electric 110A Program Amplifier, completing installation on February 26, 1937.

The result is that the WHO signal has been intensified to the same extent as if the carrier power had been increased to 100,000 watts with the previous equipment.

To the advertiser, this means an increase in the effective coverage of WHO and also a much better signal in the primary coverage areas, both day and night.

To us, this means that with alert progressive engineering work, WHO has the equivalent of an increase in power to 100,000 watts—that's some power for a territory where conditions are unusually favorable for radio transmission.

Every Period Has Paid Out

"Our expenditure on WHO during April was approximately $2,000. In return for this expenditure you produced 6,075 one-dollar orders for our stock. This means that WHO brought in dollar-bills, for our offer, at a cost of less than 33c per dollar . . . Furthermore, our records show that regardless of what time we schedule our programs on WHO, they paid out in a big way."

There you have a few excerpts from a letter we recently received from a well-known mail order house. When this advertiser started his spring schedule on WHO, 10:30 to 10:45 p. m. was the only available time. Later the broadcasts were moved to 11:15 a. m. Mondays through Friday. Still later this advertiser took quarter hours on the WHO Barn Dance—and remember, this client states that every period "paid out in a big way."

Iowa Payrolls up 16%

The most recent report from Frank Wenig, Iowa Labor Commissioner, covering the month of May, 1937, showed the following gains:

In employment, a 6% gain over 1936.

In dollar-volume of payrolls, a 16% gain over 1936.

These gains were not brought about by striking changes in any one or two districts, but by increases registered throughout the state. The state-wide nature of these increases gives fresh significance to the fact that Iowa is a big market BECAUSE it is a big collection of smaller markets. No single city dominates Iowa. Its largest city, Des Moines, has less than 6% of the state's population. Iowa's commercial acitivity flows through more than a score of important trading centers.

Some of these trading centers have smaller radio stations. Some do not. One station, and only one, reaches all Iowa at once. That station is WHO.

Twestionnaire Twazy : Watts the Use

There's No Place Like Ohm When an Agency Sets Out To Do Some Serious Questionnairing of Stations

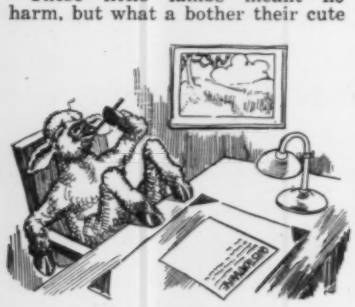
THIS thing may be funny to some folks, but it's a deadly serious message that an unknown midwestern contributor has submitted. He is anonymous. He is so anonymous that not even the editor knows who he is. Consequently he doesn't bother pulling his punches, and through his whimsical frothings there is an obvious gritting of teeth and gory growl of delight as he aims for the button and hits it. The subject of this tender morsel of verbal manipulation is: Questionnaires.

By HALF MILLIWIT

THE 1937 epidemic of Spring Fever was not unlike any that had gone before in the advertising business, or "game", except in the radio departments of some agencies. Do you think we'd bite the hand that feeds us? Not unless we were hungry—we know which side our bread is buttered on.

In some agency radio departments, a new crop of spring lambs got turned out to play, and made business for the aspirin people. Maybe they were lepreschauns. No, that can't be right. They weren't lepreschauns, and they weren't elves. They must have been lambs, frolicking around in a wonderful new world, nibbling at a tid-bit of green research here and there, sniffing around at a lush patch of market data, and shying away wide-eyed now and then from a forbidding file of miscellaneous information.

These little lambs meant no harm, but what a bother their cute



little antics turned out to be. For this spring, to use the only kind of language I can conceive these lambs of understanding, the itsy-bitsy lambikins in the dway bids waydio departments went tompwetely Twestionnaire Twazy.

Boxtops Buried

Radio stations were deluged, overrun, flooded, inundated, drenched, barraged, bombarded, and shot to pieces with questionnaires. What kind? Every kind, with every question. One station's mail report showed questionnaires out-numbering box-top mail by 20%.

These questionnaires, although their questions ranged in subject matter from zero to infinity, had a few things in common. They were mimeographed or multigraphed. The questions were neatly numbered. The numbering of the questions had nothing to do, however, with sequence of subject matter desired . . . an answer to question six would often involve complete restatement of the answer to question two, if the questionnaire hadn't already been consigned to the waste-basket.

Yes, I'll admit they looked appealing, all dressed up on a letterhead, and signed. Some of them were so cleverly done we had to get the envelopes clear open before we could detect that awful blow to the ego, the form-letter feel.

But after these few common features the questionnaires began to show a quaint originality that ought to make any Mama and Papa Sheep mighty proud of their little offspringers. One question that I remember in particular was a stumper. "What type of program gets the best results?" It's a question anyone has a right to ask, little lambikins. And it's a question we've been asking, too. The only answer we've used so far has been an adaptation of one which was first given about two generations after Adam: "They're all good; some's better'n others."

I can't even look at them any more. But after successfully playing shortstop to my waste-basket's first base for three weeks, I finally muffed one, and since I was already charged with an error I decided to fondle the little lambikins' slow roller a while. Because it was so typical I became intrigued with a desire to answer it, and I herewith humbly submit both questions and answers. I reasoned, however, that if the questions were drawn out of a hat, the answers might as well be, too.

So I earnestly wrote out big numbers corresponding to the questions, leaving plenty of space for the answers. Then I earnestly wrote the answers. Then I put slips with numbers corresponding

to the questions and/or answers into a hat I was fortunate enough to borrow, shook them up, and drew them out, slowly, with care. The answer for the first number drawn went down on the questionnaire as answer to question No. 1, the answer for the second number drawn went down as the answer to question No. 2. And so on.

When I finally had played my little game the questionnaire lined up like this:

Q. 1—How many watts does your station have?

A—.05 millivolts.

Q. 2—What are your rates for one quarter-hour: a. Evening, b. Afternoon, c. Morning.

A—We provide mailings to dealers on our letterheads, and assistance in point of purchase display and other advertisings at cost.

Q. 3—What signal strength limit in millivolts most nearly coincides with what you call your primary area?

A—42.

Q. 4—What are your hours of station operation?

A—We feel we have no "leading" male star — we have many that are good.

Q. 5—What merchandising facilities do you offer an advertiser?

A—50,000 watts.

Q. 6—How many spot campaigns do you carry on your station?

A—6:30 a. m. to 2 a. m.

Q. 7 — What results have the sponsors of your spot campaign received?

A—There are 1,272,000 radio sets in our primary area.

Q. 8—What type of program appeals most to the rural audience?

A—We feel we have no "leading" female star — they are all good.

Q. 9—Who is the leading female star on your station?

A—a. Evening, $120; b. Afternoon, $65; c. Morning, $45.

Q. 10—The leading male star?

A—Almost all of them have attained extremely good results. A personal conference is necessary to produce specific examples.

Q. 11—How many radio sets in your primary area?

A—Any type seems to appeal, as long as it is designed for the rural audience.

All this makes me think of you, little lambikins. The next time you want to know something for some reason, you can get it. But don't let any underhanded combine seduce you into putting out any more Twazy Twestionnaires.

By the way, lambikins, what have you done with all that information?

REACHING THE NEGRO AUDIENCE

WDAS Learns Value of Planning Programs for Racial Groups—Sponsors Interested

ONE of the first stations to realize the commercial possibilities of programs designed especially for negroes is WDAS, Philadelphia. With the 1930 census showing over 250,000 colored people in and near Philadelphia, WDAS began to plan programs for negro listeners.

It soon learned that few negro businessmen could afford radio sponsorship, but that colored customers would almost exclusively patronize sponsors who presented shows featuring negro announcers, artists and music.

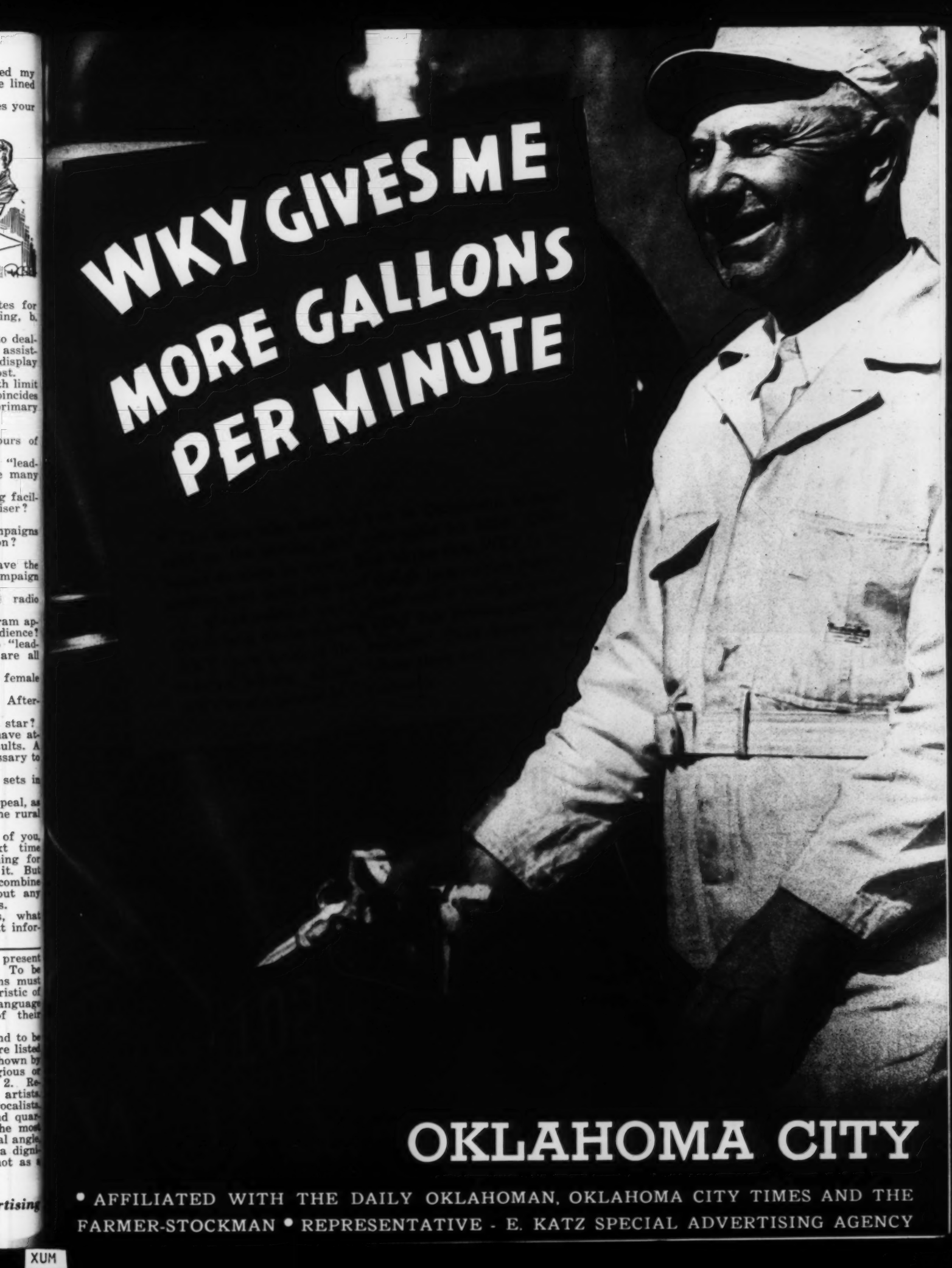
Finding no negro sponsor, WDAS began its experiment with sustaining programs featuring colored artists and the fan mail poured in, obviously from negro listeners. Classical music was found to be taboo and the music that got most listener response was "ultra-swing" and "torchy". A negro announcer whose voice and mannerisms were unmistakably negroid used informal announcements.

The next problem was how to meet the demand for more negro church programs and retain white sponsorship. WDAS solved this problem by starting a series titled *Negro Spiritual Hour* which combined the features of a church broadcast and studio program, and at the same time kept commercial sponsorship. Each week a representative colored church sent its choir and soloists to the studio and the editor of the local negro paper broadcast news items of particular interest to colored listeners. The response to these appeals to racial and civic loyalty was great. This program is presently sponsored by a chain department store located in the downtown white business district which estimates that its colored business has increased 65% as a result of the series. Other white sponsors urged WDAS to devise negro programs of a different type and a *Negro Swing Parade* was inaugurated. Along with the recordings of colored artists, WDAS announced the activities of various negro social organizations. Most negroes are joiners, and WDAS found its fan mail increasing. Wires were installed in negro night clubs and cafes and colored announcers spoke in the negro idiom.

From this experimentation come these facts: Negroes have a racial loyalty that makes them constant listeners to their own programs. They will patronize almost exclusively those sponsors who present shows designed for them. To be successful, colored programs must be as distinct and characteristic of the negro as are foreign language programs characteristic of their audiences.

These features were found to be most successful and they are listed in the order of preference shown by listener response: 1. Religious or semi-religious programs. 2. Recorded shows of colored artists. 3. Live negro bands and vocalists. 4. Negro choral groups and quartettes. No. 1 is possibly the most important from a commercial angle, but it must be handled as a dignified studio program and not as a religious service.

XUM


WKY GIVES ME
MORE GALLONS
PER MINUTE
OKLAHOMA CITY
• AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

CBS Race Exclusive

CBS has acquired exclusive broadcasting rights of all races of the New York State Racing Association for an unannounced number of years beginning with the 1938 season. Contract, signed for CBS June 25 by Lawrence W. Lowman, calls for a minimum of 25 broadcasts during the season, which includes a month's races at each of the following tracks: Aqueduct, Belmont, Empire, Jamaica and Saratoga. Bryan Field, racing editor of the *New York Times*, currently covering the 1937 New York racing meets for WOR-Mutual, will broadcast for CBS next year.

RESULTS of the third annual selection of radio stars made by *Radio Guide* give the following ratings: 1, Jack Benny; 2, Nelson Eddy; 3, Lanny Ross; 4, Frances Langford; 5, Lulu Belle; 6, Bing Crosby; 7, Rudy Vallee, 8, Eddie Cantor; 9, Joan Blain; 10, Jessica Dragonette; 11, Fred Allen; 12, Don Ameche.

NETWORKS' SHAKESPEARE RIVALRY

CBS and NBC Dramatic Series Originate in Hollywood

Featuring Movie Stars

SHIFTING from the sports arena to the field of serious drama, NBC-CBS rivalry, which had hitherto confined itself to purchasing exclusive broadcasting rights to sporting events or to circumventing the other network's exclusive, entered a new phase the middle of June when NBC met Columbia's announcement of a Shakespearean series by announcing its own series of the bard's works starring John Barrymore. Columbia had scheduled its eight broadcasts for Monday evenings, from 9 to 10 p.m. (EDST), beginning July 12, in the time vacated by the *Lux Radio Theatre*. NBC-Blue scheduled its series for Mondays also, from 9:30 to 10:15 p.m., thus making it impossible for listeners to hear both networks' broadcasts, and further got the jump on its competitor by starting on June 21.

CBS came back with a list of 93 stations to carry its Shakespeare programs, largest stations lineup ever scheduled for a sustaining series, and followed up with an imposing list of stars, including Burgess Meredith as *Hamlet*, Leslie Howard as Benedick in *Much Ado About Nothing*, Edward G. Robinson as Petruchio in *Taming of the Shrew*, Walter Huston as *Henry IV* in the play of that name, with Brian Aherne as Prince Hal and Walter Connolly as Falstaff in the same production. NBC retaliated by announcing four plays by Eugene O'Neill to follow its six Shakespearean dramas, thus competing with Columbia's Shakespearean lineup right through the summer.

Meanwhile, on the sports front, CBS had obtained exclusive rights to broadcast the Poughkeepsie Regatta on June 22 from the Judges' boat and the observation train, choice vantage points. Refusing to be kept out, NBC stationed announcers along the river banks, on two bridges, in a coast guard cutter and then topped it off by chartering a plane from which Royal Brougham, sports editor of the *Seattle Post-Intelligencer* and loyal Washington rooter, broadcast his home crew's victorious finish. That same night, both NBC networks broadcast the Louis-Braddock fight, sponsored by Buick.

Feud Goes Abroad

Continuing their sporting feud, both networks have sent special announcers to England to cover the Wimbledon tennis matches, Bill Tilden doing the honors for CBS and John R. Tunis for NBC. Tilden will do a daily quarter-hour summary of the preliminary matches and a play-by-play report of the finals. Tunis is scheduled to broadcast only the last five days of the meet, which lasts from June 21 to July 3. July 3 also marks two NBC exclusive sports broadcasts, of the A.A.U. field and track championships at Milwaukee, and of the Vanderbilt Cup auto races.

The All-Star baseball game to be played in Washington on July 7 will be broadcast by CBS, MBS and both NBC networks. All will likewise cover the America's Cup races beginning July 31. NBC has engaged Kenneth S. M. Davidson, yachting authority, as commentator for the series; MBS has secured another yachting expert, Cameron King, while CBS has assigned Ted Husing to direct its coverage.

* * *

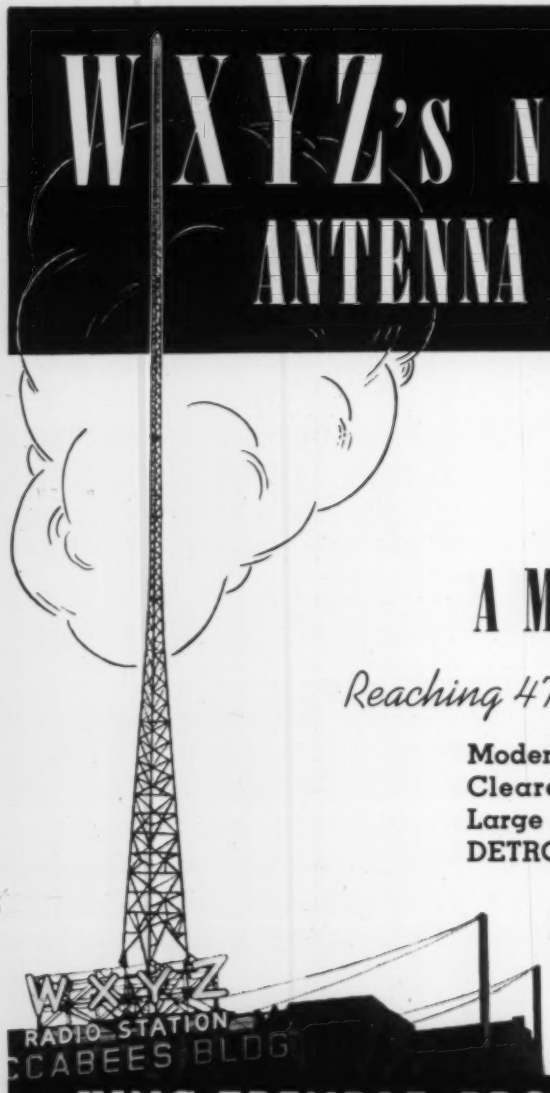
HOLLYWOOD—CBS will spend more than $60,000 in its elaborate experimentation with Shakespearean drama during July and August. William Lewis, CBS New York vice-president in charge of programs, now in Hollywood to lay the groundwork for the series, predicted that they would establish Shakespeare and other classics for regular yearly cycles. Plays will be presented at the CBS Music Box Theatre before a studio audience whose reactions toegther with those of listeners will be carefully checked. There will be no scenery or costumes.

Producer will be Leonard Hole of the CBS New York production staff, with Harry Ommerle associate producer. Brewster Morgan, former Rhodes scholar from University of Kansas and an outstanding Shakespearean director, with experience in England's Oxford Theatre and legitimate productions on Broadway is to direct. Orchestra of 20 pieces will be used.

NBC sustaining cycle of six 45-minute programs, termed "streamlined Shakespeare," which started June 21 from Hollywood on the Blue network, is heard with John Barrymore starred and narrating. John Swallow directs and Marvin Young, NBC Hollywood production manager, is producer. Forrest Barnes, who wrote the KECA, Los Angeles, Shakespearean series last year, is writer of the cycle, which has a modern touch. Will Prior conducts the orchestra. Series is said to cost NBC approximately $30,000.

TO THE $1,100,000 earned by NBC concert artists during the past year, $206,184 has been added from radio appearances, according to a report issued recently by George Engles, managing director of NBC Artists Service.

WXYZ'S NEW VERTICAL ANTENNA *Now In Use!*



A MIGHTY TOWER

Reaching 474 Feet Above Ground Level

Modern to the Second—Insuring Clearer Reception to WXYZ's Large and Devoted Audience In DETROIT'S BIG 40-MILE MARKET

•

Blue NBC Network

DETROIT

•

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office: 550 Chanin Building New York, New York • Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago • Western Office: Russ Building San Francisco, Cal.

NEWS for EVERYONE

JULIAN BENTLEY BROADCASTS NEWS AT THE FOLLOWING TIMES

7:00-7:10 A. M., CDST — 8:15-8:30 A. M., CDST
11:10-11:15 A. M., CDST — 12:40-12:45 P. M., CDST
1:55-2:00 P. M., CDST

It's news for everyone when the WLS news editor, Julian Bentley, broadcasts. Listeners enjoy the unbiased, accurate news comments presented by this crack news reporter.

Julian Bentley, prominently mentioned in many popularity polls, was chosen by readers of RADIO GUIDE, in 1936, as the most popular *non-network* news reporter.

In this year's poll Bentley again ranks among the ten leading news broadcasters. Most notable is the fact that his popularity comes solely from daytime broadcasts.

Julian Bentley is not only popular with listeners, he's also popular with sales managers. So naturally, it's news for everyone when time is available following or preceding one of these WLS newscasts.

Use the desirable WLS news periods that are now available to sell your merchandise to the loyal WLS audience.

WLS *The Prairie Farmer Station*
CHICAGO

BURRIDGE D. BUTLER, Pres. — GLENN SNYDER, Mgr.

KOY - WITH THE NEWS . . . . . .

KOY—1000 watts full time—broadcasts news reports at regular intervals from early morning till late night. KOY keeps listeners in Phoenix informed of latest world-wide news. There are some desirable periods available now! Write or wire.

KOY THE VOICE of ARIZONA
Now 1000 Watts
DAY and NIGHT
1390 KILOCYCLES
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

JOHN BLAIR & COMPANY, National Representatives

OLD M
WENT T

And when she got there the cupboard was bar T
Hubbard had been able to follow her usual habit ai
told her what to buy for the dog, what foods were st
products to always have on hand. ● For Old ot
other American women who depend upon thes ati
radio entertainment. ● You can keep the d o
stocked with your product by using the spot br cas

MTHER HUBBARD

T D THE CUPBOARD

bar This would never have happened if Mrs.

abitlaily radio listening. Her favorite programs

werest healthful and delicious, what household

Old other Hubbard is much like millions of

thestations for product information as well as

e boards in these millions of homes well

t brcasting facilities of these popular stations.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO • SAN FRANCISCO

XUM

HATS IN THE RADIO RING

Chain of 300 Stores Devotes Half of Its Budget To Airing of Sports--A Success Story

"OUR HAT'S in the ring" might well be adopted as the slogan of Adam Hat Stores Inc., New York. This chain of some 300 retail hat stores, located throughout Greater New York and in a number of other cities that extend the Adam territory as far north as Boston, west to Detroit, and south to New Orleans, is on the air every night except Thursday and Sunday with a blow-by-blow description of the major boxing bout at one of New York's arenas, broadcast over WHN, New York. These ringside broadcasts are given by Sam Taub, well known sports announcer who also conducts a Sunday program *The Hour of Champions*, during which he interviews celebrities from the sports world on WHN for Adam Hats.

Mr. Taub

Other major sporting events are also broadcast by this sponsor from time to time as they occur, including football, basketball, hockey, in fact, almost every kind of sport from tennis to wrestling. Frequently, when local interest warrants it, these special events are broadcast in other cities than New York by special wire hookups. At present the Wednesday night fights from the Hippodrome and the Friday night card at Madison Square Garden are also heard in Boston, on WAAB, as well as on WHN.

This concentration on sports and especially on boxing bouts as an effective means of reaching prospective purchasers of Adam's one-price ($2.95) hats did not generate spontaneously in the mind of the sponsor. Rather, it came about through a process of evolution, developing as a result of long years of radio experience. The company first began testing radio advertising about eight years ago, using a wide variety of programs on an equally wide range of stations. At one time or another Adam has been on almost every station in New York, sponsoring musical programs, variety shows, news dramatizations, and other features, one of which was a program called *Now and Then*, which dramatically contrasted the major sports events and personalities of today with those of the past.

The success of this feature awakened the sponsor to the popularity of this type of program with the masculine audience, and about five years ago the firm began specializing in its sports broadcasts, which for nearly three years now have been an almost daily feature on WHN. But the sponsor has not overlooked the fact that some people are not interested in sports and for this audience Adam sponsors an entirely different kind of a program, *The Bowery Mission*, a full hour feature broadcast every Sunday afternoon from this famous institution, where the down-and-outers are given a chance to tell their stories to the radio audience, frequently resulting in opportunities for rehabilitation. Adam also sponsors frequent special broadcasts of the annual benefit shows put on by various theatrical organizations for their charities and presenting many celebrities and other similar newsworthy events that are likely to attract large audiences.

Half the Budget

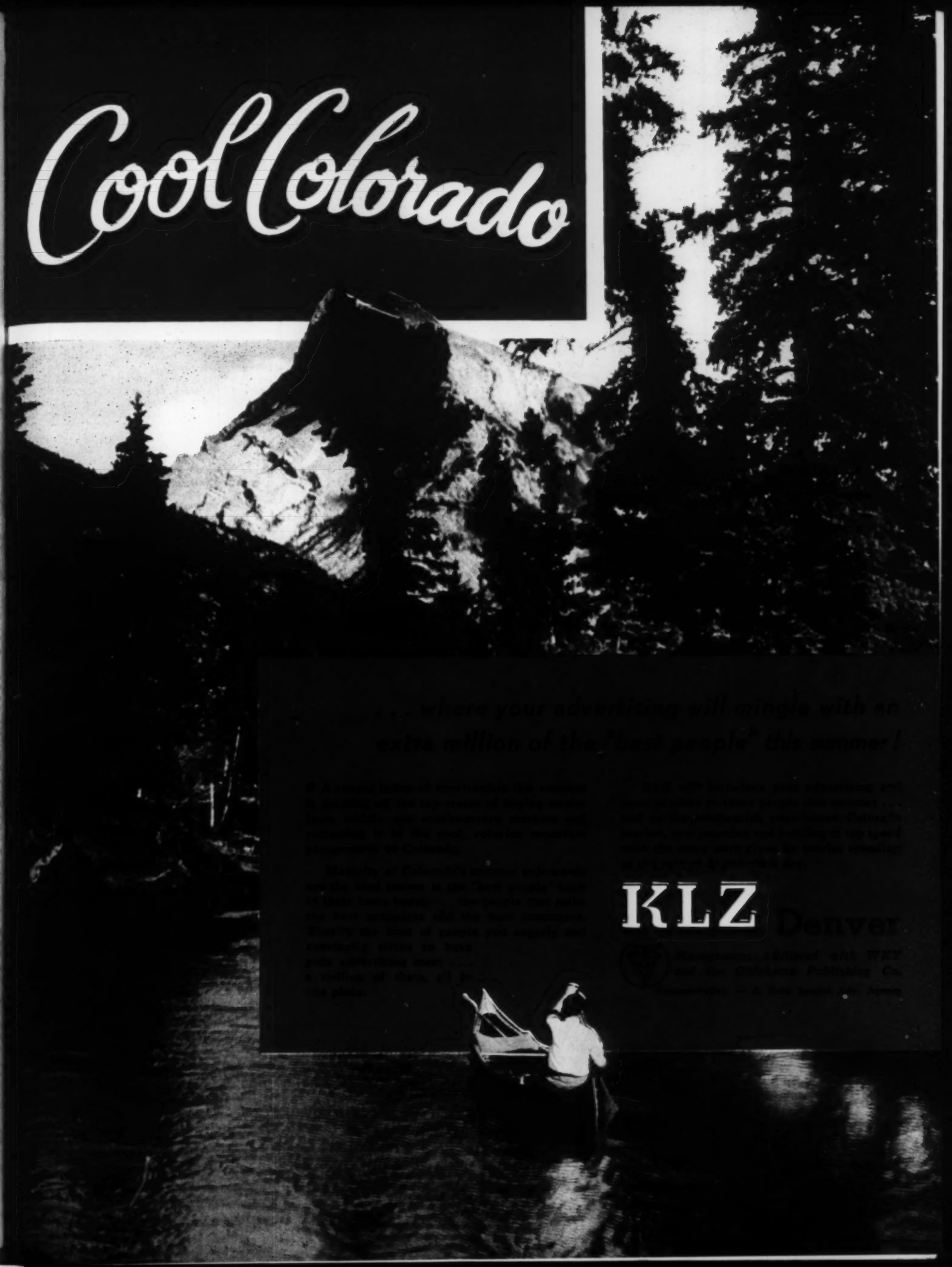
Leon S. Goldberg, advertising manager of Adam Hat Stores Inc., told BROADCASTING that to his company radio is as important as any other major advertising medium and that it now takes up approximately 50% of his advertising appropriation. "While we can not tell with any degree of accuracy what the results of our broadcasts are in direct retail sales, we are confident that our radio activities are extremely profitable," he stated. "Many customers who come into our stores tell us that they have come to us as a gesture of appreciation for the hours of enjoyment we have given them."

"We get lots of fan mail," he continued, "which indicates that many listeners think that we actually control the sporting events we broadcast. An exceptionally exciting match always results in a flood of complimentary letters, and a poor event brings a similar flood of mail berating us for staging such an uninteresting program. The mail from our *Bowery Mission* broadcasts is of an entirely different sort, mostly from socially minded individuals who want to express their appreciation.

"Last fall," Mr. Goldberg stated, "we made one of our few attempts to check our radio audience. We conducted a series of 15 weekly contests on our WHN sports broadcasts, asking our listeners to forecast the outcome of a major sporting event of the coming week and offering 10 radio receiving sets for the closest answers each week. To enter the contest it was necessary for the listener to obtain an entry blank from one of our stores. No purchase was required, but he did have to go into the store to get the blank. More than 337,000 entries were received during the contest period, which we believe is a pretty good indication that our programs are successful both in attracting sizeable audiences and in stimulating them to action."

The current Adam schedule on WHN includes: Boxing bouts from St. Nicholas Palace, Mondays, 9:30 to 10:45 p. m.; from the Coliseum, Tuesdays, 9:45 to 11 p. m.; from the Hippodrome approximately every other Wednesday, 9:45 to 11 p. m.; and from Madison Square Garden approximately every other Friday, 9:45 to 11 p. m. (these Wednesday and Friday bouts are also broadcast on WAAB, Boston); and from Ridgewood Grove, Saturdays, 9:45 to 11 p. m.; Sam Taub's *Hour of Champions'* Sundays, 1 to 1:30 p. m.; and *The Bowery Mission*, Sundays, 3 to 4 p. m. Most of the broadcasts are placed directly by the sponsor, but the WAAB broadcasts and other special programs from time to time are placed through Glicksman Adv. Co. Inc., New York.

NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., Inc.
The right place to start a Successful Campaign
Clear Channel: NBC: Full Time
50,000 WATTS
wsm
Owned and Operated By
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, Inc.
NASHVILLE, TENNESSEE


Cool Colorado
KLZ
Denver

Courses in Broadcasting Being Added by Colleges

IN ADDITION to the resumption of New York University's radio workshop course beginning July 6, Teachers College, Columbia University, on July 12 will start a course in visual and auditory instructional aids covering studies of the movies and radio. The NYU course runs for six weeks and covers continuity writing, play producing, program planning, acting before the microphone and musical broadcasting. It is primarily for teachers and is offered in connection with the Federal Educational Radio Workshop Project.

Summer courses in some phases of radio education, according to reports reaching BROADCASTING, are being offered also by University of Florida, Northwestern, Butler, Purdue, Wichita, Michigan, Montana, Ohio State, Texas, Southern Methodist, Baylor, Washington, West Virginia, Wyoming and Waynesburg College.

KGHL SAVES LIVES
Billings Roused as Sudden Flood Hits City

KGHL, Billings, Mont., was credited with saving scores of lives in June as the result of service rendered to listeners in the flood that swept the Montana city, wreaking $1,000,000 in damage. The station managed to keep its transmitter on the air despite 28 feet of water which swept through the section seven miles west of Billings. C. O. Campbell, station president, and Jeff Kiichli, chief engineer, managed to close all ventilating louvres and other openings in the building by using several hundred pounds of putty and rags.

The station awoke city officials and through its broadcast aroused most of the citizens of the city before the torrent entered the residential district. The flood, without parallel in the city's history, was caused by cloudbursts in the hills north and west of Billings. The flood was further aggravated by bursting irrigation ditches above the city. No lives were lost and no serious injuries resulted from the flood which inundated the city's business district to a depth of three or four feet for about 12 hours.

I Love You, I Hate . . .

IT TAKES two sponsors to keep things even in the radio love lives of Dorothy Lowell and Carleton Young, actors at CBS. In *Trouble House*, dramatic serial that is part of the Monday, Wednesday and Friday broadcasts of the *Heinz Magazine of the Air* (11-11:30 a. m.), Dorothy loves Carleton but Carleton can't stand Dorothy. An hour later (12:45 to 1 p. m., Monday through Wednesday) in *Our Gal Sunday*, sponsored by American Home Products Co. for Anacin, the situation is reversed and Dorothy has the opportunity of jilting Carleton.

LIQUOR PROGRAMS LIMITED IN OREGON

ADVERTISING of beer and wine by radio between the hours of 10 p. m. and 1 a. m. is authorized in new regulations of the Oregon Liquor Control Commission which became effective this month.

Placing severe restrictions upon all types of liquor advertising, the regulations also prohibit hard liquor advertising over the air. Church organizations, farm groups and other bodies opposed to liquor waged a vigorous battle against advertising of any character, it is reported. Newspapers, billboards and neon signs were definitely affected and the radio group in Oregon feels it won a moral victory by procuring authority to advertise beer and wines after 10 p. m.

The regulations, as to radio advertising, prescribe that no announcement advertising alcoholic liquor shall conflict with descriptive matter on the label; that no announcement shall suggest the absence of harmful affect or the presence of helpful or therapeutic effects; that no announcement shall include or make any reference to any form of contest or prize award; that there shall be no radio advertising of these beverages on Sundays; that no announcement shall contain any recipe or formula for using alcoholic liquor; that no announcement shall connect the product with home or family life; that no announcement shall refer to public or religious holidays or festivals; and that no radio announcement advertising alcoholic liquor shall be used which the Commission considers objectionable or contrary to public interest.

Wayne U Exchange

WAYNE UNIVERSITY's Division of Radio played host in June at an appreciation luncheon to Detroit radio men who had aided the new radio courses during the past academic year. Those attending were: H. A. Carlborg from CBS' Detroit office; Program Director Wynn Wright, Production Director Alex Gruenberg, and Education Director, Myron Golden from WWJ; Program Director Russ Neff, Technical Supervisor Lynn Smeby, Publicity Director Felix Holt, and Transcription Director Al Hodge from WXYZ; Program Director Arthur Sutton from CKLW; Education Committee Head Harry Breitenbach, of the Adcraft Club, Wayne Speech Department Chairman Preston H. Scott and Division of Radio Director Garnet R. Garrison. It is planned to make the affair an annual event and a medium of exchange of new technique in radio research, production and planning for those in the Detroit radio circles under auspices of the Wayne Division of Radio.

FCC Fund Voted

THE U. S. House of Representatives on June 18 completed Congressional action on the appropriation bill for independent Government agencies, including the FCC. The measure, which went to the White House for the President's signature provided $1,629,000 for the FCC during the fiscal year commencing July 1. The Independent Offices Bill passed the House some weeks ago, but was delayed in conference because of Senate Amendments affecting the Social Security Board.

WESTINGHOUSE means LOTS OF THINGS

● To HOUSEHOLDERS it means dependable electric conveniences.

To public untilities it means power plant engineering of the highest technical perfection.

To medical science it means research and development of the all important X-ray tubes and equipment.

To the radio industry it means the originator of broadcasting as we know it today, and the last word in transmitting and receiving equipment.

To radio *advertisers* it means WOWO—The Hoosier Station—which is Westinghouse owned and operated. Into the programming and management of WOWO have gone the full measure of Westinghouse experience and ability, insuring Hoosier audiences the best in programs and guaranteeing national advertisers the most in audience interest.

J-99486

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc.—Fort Wayne, Ind.—10,000 Watts—NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

KSD IN ST. LOUIS

32—RADIO *Editor & Publisher for June 5, 1937*

RADIO AND THE NEWSPAPERS

By FRANK A. ARNOLD

Cooperation the Secret of Success

FEW, outside of the interested parties, realize how closely knit together are the interests of many radio stations and the newspapers with which they are associated. I have selected a half dozen from the nearly 200 in the United States as case examples and fairly representative of the larger number.

With a single exception, I have at one time or another visited all of these stations and have talked with their owners about their problems and plans for future development. This serves to add a personal touch to what otherwise might seem to be a purely academic discussion of the subject.

* * *

KSD Holds Strategic Position

ONE always thinks of station KSD in terms of the *St. Louis Post-Dispatch*. It is today the oldest broadcasting station in Missouri and holds the distinction of being one of the first stations in the United States having broadcast its first program on March 9, 1922, under its present call letters "KSD." Throughout the daily programs one finds abundant evidence of the spirit of cooperation existing between the radio station and the newspaper. This applies not only to special events, but also to regular programming as apparently the facilities of the newspaper as they relate to feature articles and other editorial material is always at the disposal of the program manager of KSD.

In 1934 KSD replaced its old transmitter and was authorized by the FCC to increase its power to 5,000 watts in the day time and 1,000 watts at night. As one of the affiliates of NBC from the very beginning, it has held a strategic position, especially in its early years, in being able to give its audience all the leading programs initiated in the New York studios. Today, KSD easily ranks as one of the outstanding case examples of complete and satisfactory cooperation between the radio and the newspaper.

* * *

"It has held a strategic position"

One of the Outstanding Examples

NBC RED NETWORK

Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

XUM

WNAX

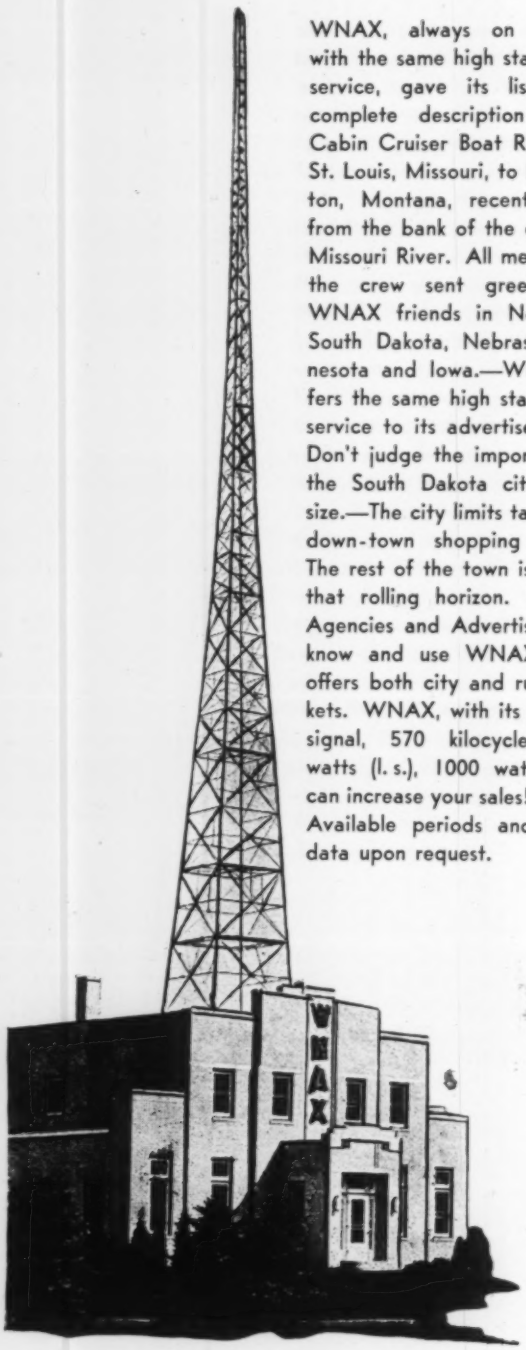
5000 Watts (L.S.) 1000 Watts Night

570 Kilocycles • Yankton, S. Dakota

WNAX, always on the job with the same high standard of service, gave its listeners a complete description of the Cabin Cruiser Boat Race from St. Louis, Missouri, to Fort Benton, Montana, recently, right from the bank of the good old Missouri River. All members of the crew sent greetings to WNAX friends in North and South Dakota, Nebraska, Minnesota and Iowa.—WNAX offers the same high standard of service to its advertisers.

Don't judge the importance of the South Dakota city by its size.—The city limits take in the down-town shopping district. The rest of the town is beyond that rolling horizon. Western Agencies and Advertising men know and use WNAX, which offers both city and rural markets. WNAX, with its powerful signal, 570 kilocycles, 5000 watts (l. s.), 1000 watts night, can increase your sales!

Available periods and station data upon request.



Representatives

WILSON - ROBERTSON

Kansas City • Chicago • New Work

Campus Program, Series for Women Selling for Pontiac

Auto Sponsor Returns in Fall With *Varsity Show* Feature

By F. A. BEREND

Advertising Manager, Pontiac Div. General Motors Corp.

PONTIAC always has been radio minded but has insisted upon programs with a definite appeal. Our *Varsity Shows* broadcast direct from the campuses of seventeen of the foremost universities each Friday from Jan. 22 to May 14 over NBC-Red network and the Kathryn Cravens *News Through a Woman's Eyes* — a CBS coast-to-coast feature three times a week—both have a very definite appeal.

Mr. Berend

Varsity Show will be resumed in the fall as soon as the colleges reopen. This special program was designed to appeal to a very select audience . . . the college and university alumni body of America of which there are some eight million or more members, and their friends and families. *Varsity Show* has frequently been called a tailor-made show for a ready-made audience.

Varsity Shows started Jan. 22 with the first broadcast coming direct from Hill Auditorium on the campus of the University of Michigan. From then on the broadcasts traveled from university to university and from coast-to-coast and included in the following order, Chicago, Ohio State, Columbia, Pennsylvania, Dartmouth, Notre Dame, Iowa, Louisiana State, Denver, Texas, Vanderbilt, Southern California, Oklahoma, Washington, Nebraska and Cornell.

Varsity Shows have many so-called by-products in the form of various promotional activities which add greatly to their value and go a long way toward guaranteeing a listening audience.

College Promotion

In connection with each broadcast we carried a page advertisement in the alumni magazine of the school and a series of advertisements in the student newspaper. Both papers in each school gave us splendid editorial support.

A special postal card was mailed to every alumnus of each university. Pontiac paid for the cards and the mailing. One school required 85,000 cards and the total mailing was 574,500 cards. The card described the program briefly, listed the stations and invited the alumnus to listen in.

Alumni secretaries did excellent work in organizing alumni club meetings all over the country. These took the ferm of smokers, dinners, dances, etc. In one instance more than a hundred such clubs held special meetings to hear the broadcast direct from the campus of their own alma mater.

Varsity Shows brought thousands of old grads into direct contact with their campus through the medium of radio for the first time since they graduated, which in many cases was 20, 30 or 40 years.

Hundreds of the finest fan letters were received by Pontiac, practically all of them written on high grade business or professional stationery. Probably no other program ever put on the air has touched such a responsive chord as *Varsity Show*. And what counts most is the high type of individuals making up this vast alumni group.

Every *Varsity Show* was different . . . new talent . . . new location and new story to tell. Talent was excellent. Bands and glee clubs were the best in the country. Skits were original. On at least eight programs catchy song hits were sung by the student composers themselves. There were solos of almost every kind, including the roar of a real jungle tiger to the tune of "Tiger Rag" played by the varsity band, and a solo played on a bonaphone, which is a xylophone made of the petrified bones of prehistoric rhinoceros estimated to have lain on the plains for ten million years. And there was the young coed from down south who the experts say will soon be heard in Grand Opera.

Varsity Shows were a publicity natural. There was something new to write about each week. And plenty of features. With the lineage still to be accounted for from the last three programs, clipping bureaus have sent us over 13,000 column inches that have appeared in newspapers and magazines. That is more than 180,000 agate lines. Based on the publicity already received, the final figure should go over the 16,000 column inch mark.

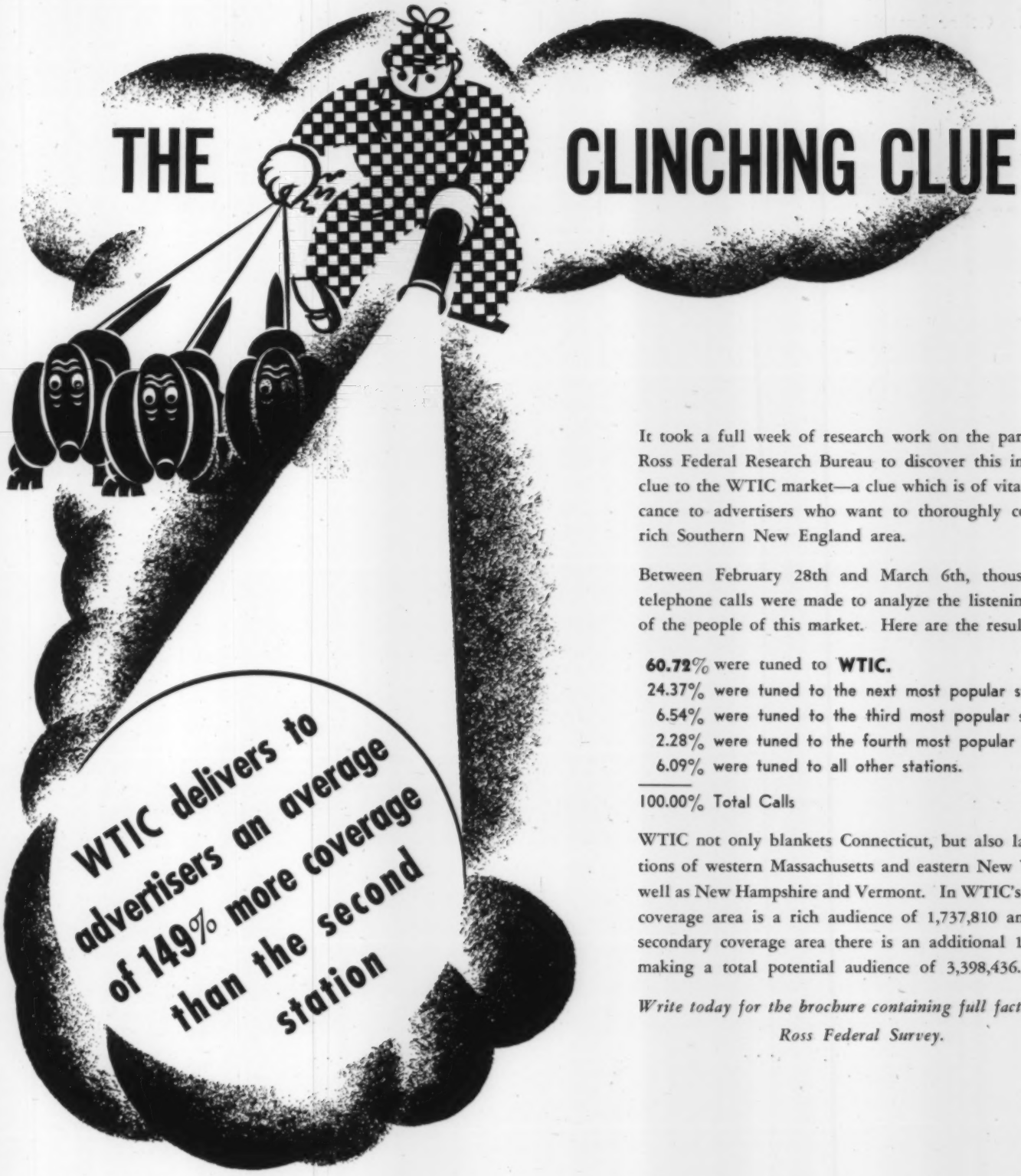
Mechanically, technically and from a directing standpoint *Varsity Shows* were difficult to handle. A show producer from New York met with the show committee of each school at least four weeks ahead of broadcast. Then the director for the show arrived two weeks ahead and lived on the campus, holding auditions, conducting rehearsals, writing the continuity and actually putting on the show. Several days before the broadcast a crew of NBC and A. T. & T. technicians and engineers arrived on the scene with their remote pick-up equipment.

The response we have received from Pontiac dealers and the listening public alone would almost compel us to continue the *Varsity Show* series when school opens in the fall. But on top of that we have applications from 30 schools that want to be included when the series is made up.

So as long as we can keep two such distinctive radio programs before the public as *Varsity Show* and *Kathryn Cravens*, Pontiac doubtless will be a leader in the use of chain broadcast facilities.

Via Pigeon

TO THE broadcaster's ordinary means of obtaining information, long and short wave broadcasts, telegraph, telephone and letter, Bob Edge, hunting and fishing commentator on WOR, Newark, has added a new one, carrier pigeon. For his regular Thursday night broadcast on June 17 Bob received information on conditions of wind, sky, sea, barometer and fishing course, sent by W. G. Schauffler, pilot of a fishing cruiser, the *Babe II*, 73 miles out at sea. Schauffler dispatched the data by carrier pigeon to the U. S. Naval Air Station at Lakehurst, N. J., whence it was phoned to Edge at WOR.



THE CLINCHING CLUE

It took a full week of research work on the part of the Ross Federal Research Bureau to discover this important clue to the WTIC market—a clue which is of vital significance to advertisers who want to thoroughly cover the rich Southern New England area.

Between February 28th and March 6th, thousands of telephone calls were made to analyze the listening habits of the people of this market. Here are the results:

60.72%	were tuned to **WTIC.**
24.37%	were tuned to the next most popular station.
6.54%	were tuned to the third most popular station.
2.28%	were tuned to the fourth most popular station.
6.09%	were tuned to all other stations.
100.00%	Total Calls

WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436.

Write today for the brochure containing full facts on the Ross Federal Survey.

WTIC

50,000 WATTS

HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.

Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK

'The Other Americas'

FOR the fifth consecutive year, NBC has resumed its series titled *The Other Americas*, featuring Edward Tomlinson, expert on Latin America, in weekly programs dealing with Central and South America. Series started in June and is being heard on the NBC-Blue Tuesdays, 10-10:30 p. m. (EDST). Tomlinson last year covered the Buenos Aires peace conference via shortwave for NBC. The programs are in line with the plans of both NBC and CBS to expand their broadcasts to and from Latin America, CBS on June 30 starting a Sunday, 5-5:30 p. m., series of shortwave programs via W2XE to Central and South America.

STATE Progress Commission has been selected by the state of Washington to administer the $250,000 state advertising fund recently appropriated. The commission, none of whose members is an advertising man, comprises E. B. McGovern and Leo Weisfield, Seattle; Eric Johnston and James C. Cluskey, Spokane; Chapin D. Foster and Charles Larrabee, Bellingham, and Frederick Mercy, Yakima.

NAB Convention Resolutions

(*Continued from page 20*)

industry continues to grow in size, it becomes more and more apparent that if broadcasters are to handle their state, regional and national programs intelligently, they must be organized in state, regional and national units, as such organizations will serve to keep the rank and file better informed and give the numerous broadcasters more of a voice in the affairs of the industry.

Now therefore be it resolved, the board of directors of the NAB be and are hereby instructed to bend every effort during the year 1936-1937 to foster such organizations as chapters of the NAB.

And Whereas, one year has elapsed since that date and no effective action has been taken to carry out the purposes of that resolution, and

Whereas, the problems of radio are greater and more numerous than ever before, and

Whereas, the radio broadcasting industry is threatened with unjust legislation, racketeering, taxes and program difficulties both locally and nationally, and

Whereas, the need for the radio broadcasting industry to reorganize in keeping with the suggestions contained in the resolution adopted unanimously at the convention one year ago is greater today than ever,

Now therefore be it resolved, that it is the sense of this Convention that the NAB be recognized in such a manner and to such an extent as to encourage the growth and functioning of local and state-wide chapters.

Be it further resolved, that to expedite such reorganization, it is hereby ordered that a reorganization committee consisting of seven members be and is hereby appointed in the following manner:

The delegates present at this convention from each of the five radio regions as set up under the old Radio Act shall elect one of their number to represent their region on this committee. These five to in turn elect two additional members from among the delegates present, one of whom must be the president of the NAB and the other when elected shall serve as chairman of this committee.

Be it further resolved, that to finance this work a fund of $5,000 be set aside to defray the actual expenses of this committee and its work, and the committee is hereby instructed to proceed at the earliest possible moment to work out the details of a reorganization plan in keeping with the following suggestions:

1. Local chapters are to be organized or chartered wherever a sufficient number of radio stations are grouped geographically in such a manner as to make a local chapter feasible. Example, northern California, southern California, Oregon, western Washington and eastern Washington.

2. Local chapters to be chartered only by the NAB and each local chapter to be allowed one director in the National Association for each five stations or major fraction thereof plus one delegate for each station member, which delegate shall have all the rights and powers of a director save the right to vote and introduce motions.

3. The national organization to be divided into five or more regional organizations, which organizations shall be made up of the regular directors and delegates to the national organization from chapters in that particular region. These directors and delegates to have the same rights and powers in the regional organization as in the national association.

4. Each regional organization to be presided over by a regional director, who shall be elected from and by the directors from that particular region present at the annual meeting of the NAB.

5. The executive committee of the national association shall have charge of the affairs of the national association in the same manner and to the same extent as does the present board of directors, and shall consist of the regional directors plus the president-elect and the past-president of the national association.

Be it further resolved, that as soon as the committee has prepared such a plan in sufficient detail the committee shall submit it to the membership by mail and when a majority have approved it by mail, then the committee is hereby empowered to put said plan into operation to the end that the NAB may be able to function under such plan of reorganization when it meets in annual convention in 1938.

Local Committee Thanked

Resolved, That the NAB hereby extends its appreciation to Glenn Snyder, H. Leslie Atlass, Ralph L. Atlass, H. C. Crowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Stanford, Niles Trammel and Clinton R. White of the Local Convention Committee for their services in helping to make the 15th annual convention a success.

NBC at NEA Meeting

DR. FRANKLIN DUNHAM, NBC educational director; Ernest LaPrade, NBC director of music research; Judith Waller, NBC director of education for the central division, and George Jennings, student at NBC under a Rockefeller fellowship, represented the network at the 75th annual convention of the National Education Association in Detroit, June 27 to July 1. Talks on *Music on the Air for Secondary Schools* and *Radio Education in the United States* were made by Mr. LaPrade and Dr. Dunham. An exhibit of its educational activities was shown by NBC, which broadcast seven programs from the convention.

THE SCRIPT LIBRARY, division of Radio Events, is inaugurating a campaign to awaken Little Theatre Groups to the possibilities of radio. Pointing out that these groups could supply actors, directors and writers for radio as they do for the stage, although most Little Theatres do not yet realize the fact, The Script Library says that it is entirely possible that the long announced new radio theatre idea will originate with the advent, on a large scale of Little Theatres on the air.

Kansas is now harvesting the biggest small grain crop in years . . . to be sold at history-making prices. 200 MILLION DOLLARS is a conservative estimate of the **spendable cash income** from this bumper crop.

WIBW . . . the most powerful, personalized selling force in Kansas . . . blankets this prosperity market. USE WIBW as your sales representative to reach eager-to-buy homes and bring you your share of this $200,000,000.

WIBW — *"The Voice of Kansas"*

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

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A Basic Blue Network Station
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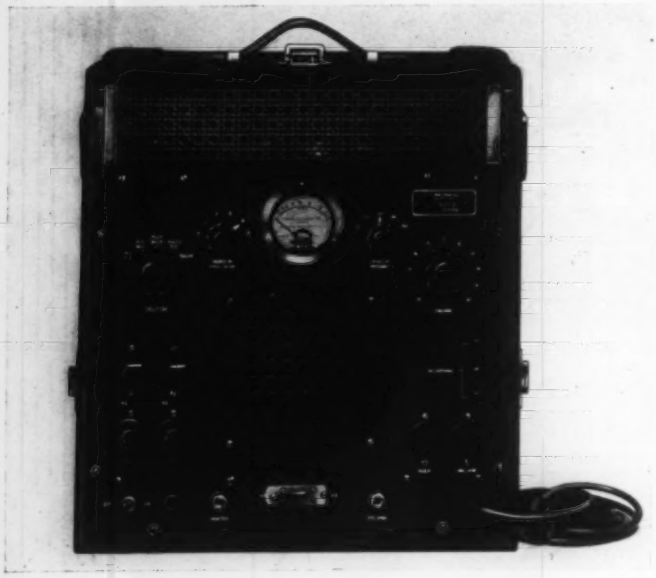
PRESTO NEWS



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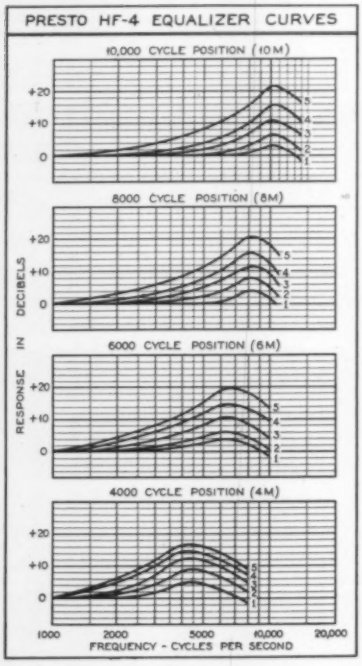

PRESTO RECORDING CORPORATION

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT

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in the CONTROL ROOM

J. R. POPPELE, chief engineer of WOR, Newark, spoke on "Broadcasting Studio Operating Equipment and Technique" at the monthly meeting of the Radio Club of America in the studios of WOR. Members of the club include Charles Horn, director of research and development at NBC; A. B. Chamberlain, chief engineer of CBS; Prof. E. H. Armstrong of Columbia U. and Prof. Louis Hazeltine of Stevens Institute.

JAMES V. THUNELL, formerly of Western Electric, has joined the engineering staff of KYW, Philadelphia.

GLEN R. THAYER has joined the engineering staff of WOWO and WGL, Fort Wayne. A graduate of Massachusetts Radio School, he was chief operator of WLNH, Laconia, N. H., and before that was with WJIM, Lansing.

A. C. GOODNOW, Westinghouse field engineer, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOWO and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJEJ, Hagerstown, Md., has returned to work, having recovered from a fractured shoulder sustained in a motorcycle accident.

H. C. REDMAN, formerly of KMTR, Hollywood, has joined the staff of KFAC, Los Angeles, as transmitter technician. He replaces Bob Adams, who resigned to take a similar position with KFVD, Los Angeles, for the summer.

ROBERT WALLACE, chief engineer of WSPA, Spartanburg, S. C., married Bernice Highsmith on June 26. They met in Rocky Mount, N. C., where Mr. Wallace was chief engineer of WEED and Miss Highsmith was a studio artist.

JAMES K. BROWN, formerly on the technical staff of KHJ, Los Angeles, has joined KFVD, that city as transmitter engineer, working under James H. Brown, chief engineer.

HOWARD HAYES, formerly of WKRC, Cincinnati, has joined the engineering staff of WBNS, Columbus.

WALTER PREE, formerly of WEMP, Milwaukee, has joined the engineering staff of WMT, Cedar Rapids, Ia.

WALTER A. GRAHAM, control supervisor at WOV-WBIL, New York, is the father of a baby girl.

DANIEL WILLIAMS, formerly chief engineer of Northern California Radio System (KJBS-KQW) has joined the NBC technical staff in San Francisco.

E. J. MILLER, formerly with Rockefeller Center Inc., has been made a maintenance engineer on NBC's Radio City staff.

RAY HARLOW, operator of WWSW, Pittsburgh, married Miss Martha Rhea on June 27.

GEORGE CASKEY has been named control operator of WSPD, Toledo, O.

DANIEL BARLOW, formerly with the Philco Radio Corp., has joined the technical staff of WIP, Philadelphia.

CLIFFORD C. HARRIS, technical supervisor of WIP, Philadelphia, has announced the appointments of Martin Oebbecke as assistant technical supervisor and James Peterson as equipment supervisor.

JACK LOVELL, chief engineer of WKY, Oklahoma City, is the father of a baby boy born recently.

W. E. DOWNEY, until 1933 assistant chief of the Radio Division, Department of Commerce, and one of radio's pioneers, who for the last four years has been an official of WPA in Portland, Ore., recently joined the Chicago field staff of the FCC under Harold (Had) Hays, supervisor.

JAMES WOOD, NBC engineer at Radio City, left for a European vacation on June 29.

RUSS PERSON, remote control engineer of WCCO, Minneapolis, received no injuries when his plane cracked up June 13. With 50 solo hours to his credit this was his first unhappy landing.

JAMES WARREN WALLACE, chief engineer of KVI, Tacoma, is the father of a 7-pound son born recently.

LLOYD CREEKMORE, KNX, Hollywood, sound effects director, was married to Lucille Brothers, in Santa Monica, Cal., June 14.

KEITH WEBSTER, control operator of WDBJ, Roanoke, recently suffered a broken jawbone and loss of several teeth in an airplane crash in the mountains near Roanoke.

DE WITT C. SHULTIS and Milton W. Kitchen have been promoted from staff positions in NBC's New York engineering department to fill the newly-created posts of maintenance relief supervisor and studio relief supervisor respectively.

MONTE WILSON, operator of KSL, Salt Lake City, and Caroline Woodmansee, KSL dramatic artist, were married in early June.

PALMER GREER of the engineering staff of WHIO, Dayton, has joined the engineering staff of WKRC, Cincinnati.

KENNETH TAYLOR has been added to the technical staff of KDB, Santa Barbara, Cal., under Chief Engineer Robert Moody.

PAUL C. O'HARRA, KNX, Hollywood engineer, has been elected president of Hollywood Local, Associated Columbia Broadcasting Technicians. He succeeds the late Kenneth G. Ormiston, who was KNX chief transmitter engineer.

DONALD EWERT, formerly chief engineer of WMFJ, Daytona Beach, Fla., has joined the technical staff of NBC, New York. Webster Ellenwood, chief operator of WMFJ, has been promoted to fill the vacancy and Don Fitch has been named operator.

TODD SLOAN, engineering supervisor of KYW, Philadelphia, sailed June 21 for a vacation in the West Indies.

EARL SORENSEN has joined the NBC Hollywood technical staff.

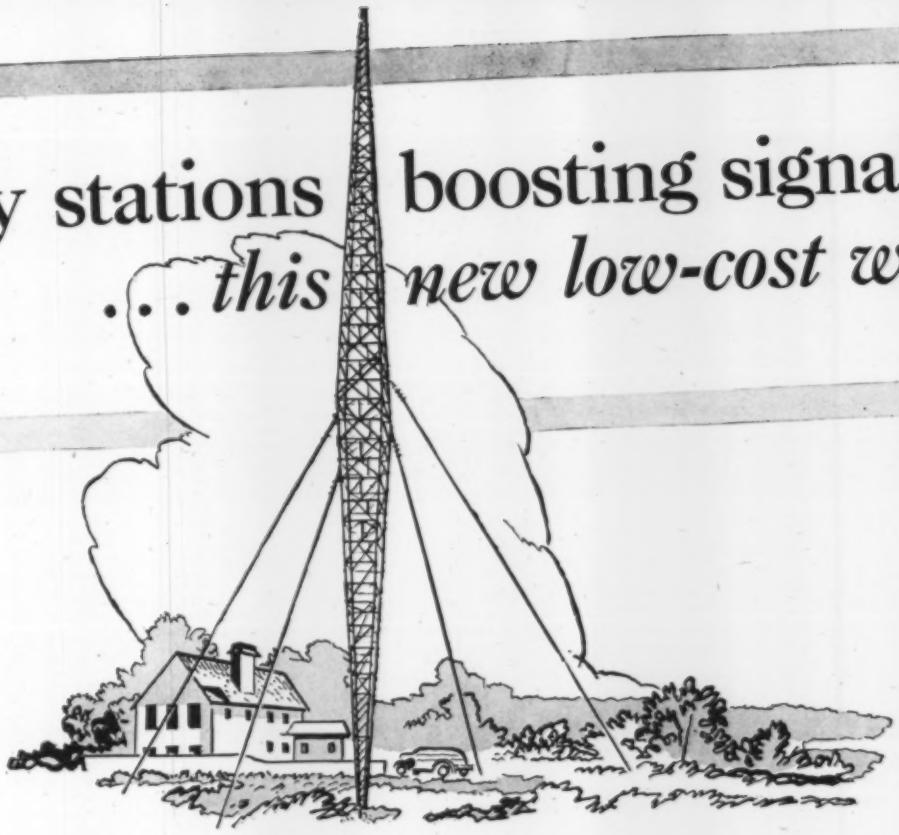
JACK WORMSER, formerly of the NBC Hollywood maintenance staff, has been promoted to sound effects.

J. A. MILLER, formerly Navy chief operator, has been added to the engineering staff of the transmitting station of WEAF, New York, located at Bellmore, L. I.

NBC Chicago Engineers

SEVEN men have been added to the NBC-Chicago engineering staff. They are: Andrew Schomaker, Hugh T. White, Arthur L. Hockin, L. E. Dutton, Thomas E. Gootee, A. D. Aldred and Homer Courchene. Schomaker, formerly of Automatic Electric Co., Chicago, and White, of Butow Electric Co., Chicago, are on the maintenance engineering staff. Hockin, formerly with the defunct ABC network, is on the studio engineering staff. Dutton, as studio engineer, comes from WIOD, Miami. Gootee, a member of the field staff, was with the RCA foreign engineering division. Aldred, of WGES, Chicago and Courchene, of KOY, Phoenix, are with the WMAQ and WENR transmitter crews, respectively.

Many stations boosting signal ... this new low-cost way!



PROGRAM AMPLIFIER DOUBLES DELIVERED AUDIO SIGNAL

... with no increase in carrier power

Right from the start, Western Electric's 110-A Program Amplifier made a hit with Broadcasters. At the N. A. B. Convention it built up still greater enthusiasm—piled up still more orders!

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1. Doubles Audio Signal delivered to your listeners, resulting in improved service and increased listener popularity.

2. Greatly improves signal to noise ratio on carrier channel.

3. Prevents distortion due to over modulation—keeps your transmission High Fidelity.

4. Suppresses Extra Band Radiation (Monkey chatter between channels) caused by over modulation.

5. Gives continuous visual peak indication—providing constant check of correctness of levels for optimum transmission efficiency.

The program amplifier is a variable loss network inserted in your program circuit. The loss introduced is controlled directly by the program level.

6. Used at the transmitter—it replaces line amplifier and provides sufficient amplification to feed transmitter.

7. Used at the Studio—permits raising average transmission level without overloading telephone lines to transmitter.

Briefly: This development of Bell Telephone Laboratories enables you to improve greatly your service to your clients and listeners (which means more dollars for you). All at a cost that is mighty low when you consider the results.

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Western Electric

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RADIO TELEPHONE BROADCASTING EQUIPMENT

SUBSCRIBERS

ALABAMA
WSGN Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Siloam Springs
KFPW Ft. Smith

CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KHJ Los Angeles
KLX Oakland
KGB San Diego
KFRC San Francisco
KDB Santa Barbara

COLORADO
KFEL Denver
KFKA Greeley
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WTFI Athens
WGST Atlanta
WMAZ Macon

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque

KANSAS
KFBI Abilene
KIUL Garden City
KVGB Great Bend
KWBG Hutchinson

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MAINE
WCSH Portland

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
WEBC Duluth
WROC Rochester
KSTP St. Paul

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
KGBX-KWTO Springfield

NEBRASKA
KFAB Lincoln
KOIL Omaha

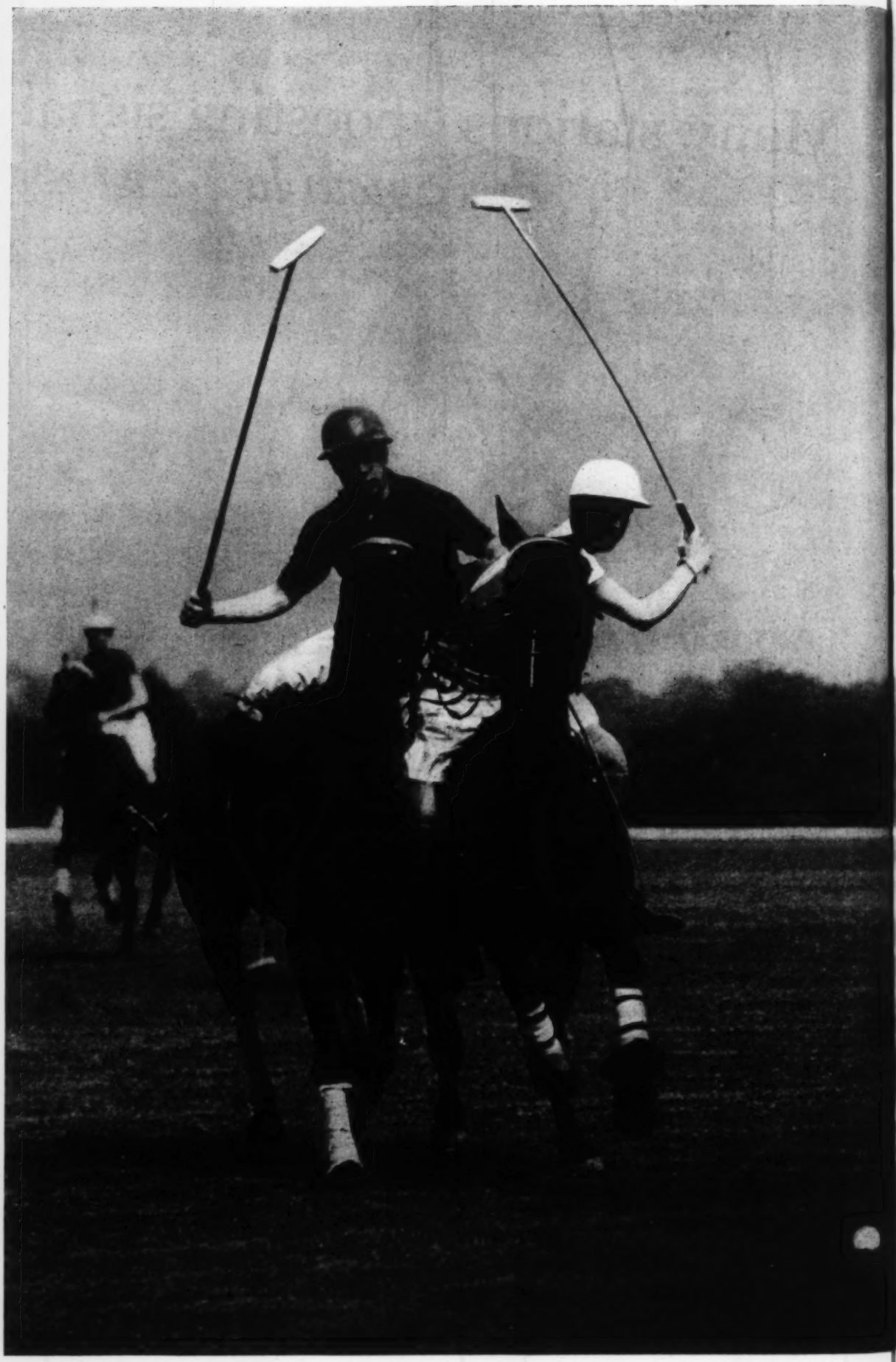
NEW MEXICO
KGGM Albuquerque
KRQA Santa Fe

NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WOR New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WAIR Winston-Salem

NORTH DAKOTA
KLPM Minot

OHIO
WJW Akron
WCKY Cincinnati
WHK Cleveland
WBNS Columbus
WSMK Dayton
WSPD Toledo
WKBN Youngstown



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- complete Wide Range Vertical transcription facilities in New York, Chicago and Hollywood;
- the largest and only complete transcription library service, broadcast over 175 leading stations;
- a centralized service organization working in close cooperation with advertising agencies and radio stations.

These unique World features mean uniform high-quality broadcasting in markets selected at the will of the advertiser. That's Selective Broadcasting at its best—the inevitable product of Transcription Headquarters, where World now produces programs for 103 national and regional advertisers, who use nearly 30,000 hours annually on 450 stations, as well as for hundreds of local concerns who sponsor Library-built programs over the 175 leading stations subscribing to World Program Service. . . . Let us send you complete information. Write to 711 Fifth Avenue, New York.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

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WBS

SUBSCRIBERS

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KRIS Corpus Christi
WBAP Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KRLH Midland
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

WYOMING
KDFN Casper
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CHSJ St. Johns
CKCW Moncton

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CJCO Ottawa
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke

Saskatchewan
CJRM Regina

FOREIGN

Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
2 ZB Wellington

France
Radio-Toulouse Paris

Mexico
XEW Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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An Awakening

NAB's membership, which still comprises the bulk of the broadcasting industry, for some time has been headed for a rude awakening. It came—at least, so we hope—at the convention in Chicago a few days ago.

For some time we have tried in these columns to impress upon the industry the fact that, although business is good and things appear superficially to be going fine, the bone and sinew of the industry were being threatened by cancerous growths. Symptoms have been plentiful, but no one seems to have been hurt—yet.

We referred to unanswered attacks upon the industry; uncombatted efforts to lure the government into broadcast operation; uncultivated contacts with an administration and a Congress inclined to be well-disposed toward radio but incredibly ill-informed about it; unsung songs about the industry's great accomplishments in times of flood and stress; unspoken speeches about the industry's honest and honorable aims and purposes.

All these we felt to be our journalistic duty to point out, but direct action we felt and still feel must be part and parcel of the functioning of the NAB. We believe these things must be done in addition to, being even more important than, such projects as the copyright library, radio audit bureau and the miscellany of lesser projects which have occupied the NAB executives for several years past, almost to the exclusion of all else.

The Chicago convention was probably the least impressive or exciting of the annual meetings of the last five years, yet it served an enormously useful purpose. It brought the basic problem of struggle for existence forcefully to the attention of the delegates. It created (we hope) an awareness among broadcasters of the fact that the dollar earned today isn't the only important thing. We think it should shake them out of their lethargy and make them realize that theirs is a peculiarly vulnerable industry, partaking as it does of public service factors and requiring short-term franchises and being susceptible to every whim and caprice of politics and reform. Hence a strong central organization is absolutely essential, and the fact that the convention voted to strengthen it is all to the good.

We have confidence in the new NAB high command. The alacrity with which the board bent to the task of bolstering the industry's forces, and the beginning of a campaign of aggression against the gnawing adversaries of the American system, are most heartening. In John Elmer we believe the industry made a splendid choice of leader for the important year ahead. He is an independent thinker and, best of all, a worker. From his long publishing and radio experience, he knows public relations as well as business. He is close enough to Washington, as a Baltimore resident, to jump into the breach on short notice. He should be an ideal guiding and steadying force, given the proper cooperation of his board and his committees and his managing director.

While history wasn't made at the Chicago convention, we feel it may be made as a *result* of it during the coming year. If the proper kind of cooperative effort and support is not forthcoming, we may all be moaning under the pain of sackcloth and ashes when the convention is called a year hence.

Right now we want to urge that large cities should be avoided, at least in alternate years, for NAB conventions. There are too many distractions to expect clear thinking and maximum attendance. The 1937 convention proved it again. A resort town and evening sessions, we think, might well be considered once more for next year.

Program Evolution

PROGRAM development should be radio's next stride. That was emphasized by the two principal speakers at the NAB convention, speaking from different points of view. Both Chairman Sykes of the FCC Broadcast Division and Arthur Pryor Jr., New York agency executive, admonished the conventioneers to keep improving programs, labelling it as the panacea of most ills and the surest safeguard of the integrity of the American system.

With Mr. Pryor's remarks, reported elsewhere in this issue, we go along in the main, although we do feel he put too much emphasis upon the broadcasters' failure to enforce a more rigid control over program commercials and station-break announcements. It is one thing to advise stations to reject agency commercials if they do not measure up to the station's self-imposed minimum standards, and another to get the agency to alter its copy. From past experience we know the agency's stock answer to be that the advertiser demands results and that copy must be geared accordingly. And then comes the usual clincher line—that the station either take the copy or watch it go across the street to a competitor.

As for station-break announcements, stations will take them as long as the advertisers, through their agencies, insist on them and until adequate spot program placements offset the loss in chain-break revenue. We do agree they constitute a growing evil from the program standpoint, and we think the listener is becoming all too weary as their numbers increase.

Broadcasters, some of them rather slowly, are beginning to learn that the agency is not so exalted and that it will make the best buy it can, as it should, for its client. It is elementary, therefore, that the Utopian condition envisioned by Mr. Pryor can only come when the industry as a unit agrees to and abides by a predetermined set of ethical and commercial standards. That means rate-adherence and sensible copy. It means fair and clean competition. It means a limitation on merchandising service so it won't result in the equivalent of a rate-cut.

"The minute you get hard to buy," said Mr. Pryor, "you are going to sell lots more programs". We say Amen.

"Only 270 More"

BEST of the stories we have heard about Congressional pressure exerted on behalf of constituent applicants for radio facilities before the FCC, is one that shows how lightly the political mind regards radio regulation. We recount it, without mentioning names or the actual frequencies involved, because it emphasizes again the need for stricter regulation and a stiffer backbone for the regulators which we hope the new appointee to the Commission will bring to it soon.

A broadcaster asked his Senator to support his application for a shift in frequency from 1000 to 1270 kc. (frequencies are fictitious lest they reveal identities). The Senator, pondering a moment, said: "You want to change from 1000 to 1270 kilocycles? Let me see, that's only 270 kilocycles more, isn't it? Well, that ought to be easy; we'll see what we can do about it." The broadcaster hasn't gotten his "270 kilocycles" yet, but he has hopes.

The RADIO BOOK SHELF

SUPPLEMENT No. 1 to the *Script Catalog* published last January by the Federal Educational Radio Project of the U. S. Office of Education has just been released, containing 47 educational radio scripts to add to the 53 contained in the original catalog. It is obtainable without cost from the Office of Education, Washington, as part of the script library service recently instituted to make available to educators and radio stations model scripts for broadcast purposes.

ARCHIBALD MacLEASH, the Pulitzer prize-winner poet who wrote *The Fall of the City* specially for radio and presented over CBS in April, has published his epic poem (Farrar & Rinehart, New York, 50 cents). The *New York Times*, in an enthusiastic review, asserts that "in it literature at last shows some hope of catching up with music at the dial's point," and urges that it be broadcast again.

We Pay Our Respects To —

JOHN ELMER

FOR 15 YEARS the NAB has been the recognized trade association of the broadcasting industry. Its membership has been made up of all classes of stations—clear channel, regional and local. This year, for the first time in that span, the operator of a "100-watter" stands at the helm of the NAB, duly elected as its president.

That "100-watter" is John Elmer, president and directing head of WCBM, Baltimore local. He was elevated from the first vice-presidency as the successor to Charles W. Myers, of KOIN, Portland, a regional station operator.

The seat of NAB activity is in Washington. That is because Uncle Sam's operations are centered there, and radio, unlike any other advertising medium, must gear its functions to the tempo of governmental regulation. The new NAB president resides just 35 miles airline from the Capitol City. In less than an hour he can leave his desk in Baltimore and be at NAB headquarters in Washington. Thus, it is likely that a new record for presidential activity in NAB affairs will be established during the 1937-38 year.

It was just seven years ago that John Elmer entered the radio field after a long and successful career in journalism. If there are two men in the broadcasting field who happen to fit an almost identical pattern in background and experience, they are the retiring NAB president and his successor. Both began their careers in the circulation departments of newspapers—but on opposite sides of the country. Both were graduated to the advertising departments and then to the business managements. "Chuck" Myers branched into radio ahead of John Elmer. Each in his own time saw radio as a projection of journalism, and got into the field.

From the moment John Elmer stepped into radio as the manager of the then nondescript little WCBM, he became interested in the affairs of the industry. During the NRA days of three years ago he served as vice-chairman of the Code Authority for the broadcasting industry. He has been an official of National Independent Broadcasters, representing local stations, since its creation two years ago. He was instrumental in the organization of the General Broadcasting System, which embraces stations in New York, Philadelphia, Washington, Wilmington and Baltimore, forming a segment of the Inter-City Network keyed from WMCA, New York. He has been in the thick of NAB activity since he first qualified as a broadcaster in 1930. He is also a member of the Federal Radio Education Committee appointed two years ago by the FCC.

John Elmer loves a fight. He feels the broadcasting industry has a fight in building new prestige and in warding off the fire of anti-radio groups, particularly along the Washington front. While he heads WCBM, most of the management details are left to his son-in-law, George H. Roeder, while John himself contacts the accounts in Baltimore, the agencies in New York and tends to his industry duties.

There isn't a cop on any beat or even a cab driver who knows his Baltimore any better than John Elmer. He was born there Aug. 5, 1885, and has never lived in any other city. He was a lad of ten—an orphan—when he began shifting for himself. That probably accounts for his deep interest in practically every juvenile institution in Baltimore. Picnics during the summer for six or seven of these institutions under the Elmer aegis, are regularly scheduled events.

John Elmer went through Baltimore grammer schools while working at odd jobs. In 1904, a lad of 16, he really began his newspaper career. He joined the old *Baltimore World* as a subscription solicitor. He shifted to the *Baltimore American* in 1906, and took his first fling at advertising. He was assigned to the classified department, but soon became a star "space" saleman. In 1912 he was made advertising manager. When Frank A. Munsey purchased the *American* from Gen. Felix Agnus in 1921, he continued with the newspaper, while top executives in other departments went elsewhere. He became its assistant general manager and advertising director. In 1923, William Randolph Hearst purchased the *American*. Elmer was asked to remain, which he did for one year.

After this long career in the newspaper field, Mr. Elmer decided to enter business for himself, and opened a local advertising agency. The business prospered. But late in 1926, Mr. Hearst again sought his services, and he returned to the *American* as its publisher. He turned the agency business over to a partner. In September, 1929, Mr. Elmer resigned that post, and the following year reopened an agency and advertising counsellor service. In the latter capacity, he was called in to see what could be done with WCBM, then in the doldrums. That was in April, 1930. By July, he became president and part-owner of the station. He had the "radio bug," as he expresses it, and dropped all other operations to devote his full time to it. The station, as a purely local unit, has prospered under his direction.

John Elmer was married in 1906 to Arabia Crouse of Baltimore. They have four daughters, Mrs. Dorothy E. Roeder, wife of the WCBM manager; Mrs. David E. Tydings; Miss Jeanne, who conducts a very successful dancing studio in Baltimore, and Betty Lee, aged 12. There are three grandchildren—two daughters and a son.

Mr. Elmer is a 32nd degree Mason, a Shriner and an Elk. Other organizations in which he is interested are the Merchants Club of Baltimore; the Baltimore Civic Association, of which he is vice-president; the Children's Fresh Air Society, of which he is vice-president; Goodwill Industries; Baltimore Safety Council; Salvation Army, and Children's Playground Group, being a director in the last four. He attends the Episcopal Church.

PERSONAL NOTES

JOHN IRACI, president of International Broadcasting Corp., and general manager of WOV-WBIL, New York, and WRAX and WPEN, Philadelphia, left June 26 on the *Rex* for a trip to Italy and France, where he will study European broadcasting technique and look into the possibility of securing European talent for his stations. During his absence Miss Hyla Kiezales will act as general manager of the stations.

NORMAN S. McGEE, for several months a member of the sales staff of WQXR, New York, has been appointed sales manager of the station, following the resignation of Alfred S. Moss, who left to become an account executive with A. W. Lewin Co. Inc., Newark. Mr. McGee will assist in the production of commercial programs as well as direct the sales staff.

FRED J. HART, general manager of KGMB, Honolulu, accompanied by Mrs. Hart and their daughter Margaret, will sail for Europe July 24 aboard the *Saturnia* for a four-month sojourn. They plan to tour most of the Continent, returning to New York Oct. 25.

G. WILLIAM ANDERSON, until recently in charge of toilet goods advertising of the *New York Herald-Tribune* and previously advertising manager of *Toilet Requisites Magazine* and general manager of *Perfumers Journal* has joined the sales staff of the New York Broadcasting System.

A. L. ASHBY, vice-president and general attorney of NBC, is sailing with his wife, daughter and son July 7 on the *Hansa* for a trip to Europe. They will return Sept. 2.

EDWARD W. BUCKALEW, who recently joined the CBS Hollywood sales promotion staff has been made Pacific Coast manager of the department for the network and is headquartered at KNX, that city. Bob Reichenbach, formerly in charge of CBS northern California sales promotion, San Francisco, has been transferred to Hollywood. Staff also includes George McCaughna who has been with KNX sales promotion department more than three years.

ED KIRBY, sales promotion manager of the National Life and Accident Insurance Co., which operates WSM, Nashville, has resigned effective July 15, to become sales promotion manager of the *Southern Agriculturalist*, published in Nashville. He was with the WSM organization for five years.

DONALD FLAMM, president of WMCA, New York, sailed for Europe in mid-June for a tour of continental radio and musical centers.

LENOX R. LOHR, president of NBC, has invited all the network's personnel in New York to attend a fireworks display July 5 at his home in Tarrytown.

CARROL HAUSER, chief engineer of KMTR, Hollywood, has been made station manager succeeding Tex Rickard, resigned.

JANET MacRORIE, NBC's continuity acceptance editor, left New York June 24 for a West Indies cruise.

EARL H. GAMMONS, general manager of WCCO, Minneapolis, was recently elected chairman of the board of the local Better Business Bureau.

HERBERT J. TILY, member of the board of WFIL, Philadelphia, was given a Doctor of Music degree at Pennsylvania U commencement.

ELLIS ATTEBERRY, general manager of KCKN, Kansas City, Kan., published an article called "Radio Broadcasting" in the June issue of *The Blue Diamond*, a periodical of the Kansas City Athletic Club.

ALLEN FRANKLIN, formerly of KVOO, Tulsa, has joined the sales staff of WFIL, Philadelphia.

E. L. COLBURN has been transferred to the sales staff of WKY, Oklahoma City, from the advertising staff of the *Daily Oklahoman & Times*. L. C. Stokely, formerly of KANS, Wichita, has joined the WKY sales staff.

MEL WOOLENS, of the local sales department of NBC-Chicago, on July 3 joins WCFL, Chicago, as commercial manager, succeeding C. P. McAssey. Mr. Woolens had been on the sales staff of WCFL before joining NBC.

ED SIMS, commercial manager and sports announcer of WMFJ, Daytona Beach, Fla., has been appointed commissioner of the Florida Semi-pro Baseball Tournament to be played in that city July 12.

JOHN A HOLMAN, general manager of WBZ-WBZA, Boston-Springfield, was recently elected to the board of directors of the Boston Advertising Club and named honorary vice-president of the Scituate Players.

LOUISE WASMER, owner of KHQ, Spokane, was saluted recently during the *Romance of Achievement* program sponsored by the First National Bank, that city, a program series during which tributes are made to the bank's depositors.

JOHN F. McNAMARA, program-manager of WBZ-WBZA, Boston-Springfield, is vacationing in Europe, and will return about August 1.

GEORGE BIGGAR, promotional director of WLS, Chicago, was recently elected president of the Chicago Alumni Association of South Dakota U.

XUM

NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE....

Saves from 20% to 75% and more depending upon distance and length of message

● With staggering economies that claim the attention of every executive the new Postal Telegraph Night Letter Service has gone into operation (within the United States), as the most important communication development in years.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents...two cents a word!

Take full advantage of the economies the new Postal Telegraph Night Letter Service offers. Use it for business and social messages. Make it a part of your daily correspondence routine. Get an assured next-morning reading of your message. Open the way for an immediate telegraph reply. Call Postal Telegraph for further information.

* **NOTE:** *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

Postal Telegraph

HENRY STANLEY, formerly with R. U. McIntosh & Associates, Los Angeles transcription firm, and Harry Gale, display advertising salesman for Chicago papers, have been added to the sales staff of WJJD, Chicago.

KEN MARSH, formerly of KFDM, Beaumont, Tex., has joined the sales and promotion staff of WJEJ, Hagerstown, Md.

WILLIAM K. DORMAN, manager of John H. Perry Associates, operator of WCOA, Pensacola, Fla., is leaving New York July 2 for a ten day business visit to Cincinnati and Louisville. He will visit advertisers and agency executives.

D. J. POYNOR, manager of WMBH, Joplin, Mo., was recently called to the state capital to attend a conference of 28 men who were to help in an advisory capacity in the formation of the state's policy in relation to wild life.

MRS. VIVIEN RUE is the new assistant manager at WMBH, Joplin, Mo. Mrs. Stella Lukens is the new program director.

BERNARD LEVINE, formerly with KGDM, Stockton, Cal., has been named to the sales promotion staff of KYOS, Merced, Cal.

GENE CLARK, for the past five years a member of the Northern California Radio System, resigned his position as assistant manager of KQW, San Jose, recently to become director of publicity for the San Jose Chamber of Commerce.

CHARLES MORIN, member of the CBS sales staff in San Francisco, is vacationing in Yellowstone National Park.

VOLNEY T. JAMES who formerly headed his own Los Angeles advertising agency, has joined KMTR, Hollywood, as account executive.

M. E. (BOB) ROBERTS, manager of KYA, San Francisco recently purchased a mountain cabin in the Santa Cruz Mountains, California and has been spending his week-ends there collecting a sun-tan.

JAMES FORD, formerly associated with radio in Iowa and Nebraska, has joined the sales staff of Consolidated Transcription Library, Hollywood.

ALLEN FRANKLIN, formerly of KVOO, Tulsa, has joined the sales staff of WFIL, Philadelphia.

BERNARD LEVINE, formerly of KGDM, Stockton, Cal., has joined the sales promotion department of KYOS, Merced, Cal.

M. J. MARA has been added to the sales staff of KJBS, San Francisco.

R. L. HAMMOND, formerly associated with Goodyear Tire & Rubber Co., Los Angeles, has joined KFAC, that city, as account executive.

ADRIEL FRIED, formerly with the Robert Young Adv. Agency, San Francisco, and prior to that with the Sidney Garfinkel Adv. Agency, that city, has joined KYOS, Merced, Cal., as account executive. He replaces Wayne Wooldridge who resigned to go to Los Angeles.

Marcellus D. Smith

MARCELLUS D. SMITH, chief owner of WBRC, Birmingham regional, and president of the Birmingham Awning & Tent Works, died June 9 in a local hospital following a brief illness. He was 45 years old. Mr. Smith purchased control of WBRC in 1928. K. G. Marshall, vice-president of the Birmingham Terminal Restaurant, manager of the station, and J. C. Bell, chief engineer, are minority stockholders in the Birmingham Broadcasting Co. Inc., each owning 2 2-9 shares of stock to Mr. Smith's 5 5-9. Mr. Smith is survived by his widow, a daughter and a son.

BEHIND THE MICROPHONE

LEON GOLDSTEIN, for two years publicity director of WBNX, New York, and formerly engaged in bank publicity, has resigned to take a similar position at WMCA, New York, on July 1. Frank Johnson, studio director of WBNX, will take over the publicity duties as well. At WMCA Goldstein is succeeding Larry Nixon, who will devote the rest of the summer to completing a novel which he has contracted to have ready for fall publication. Nixon joined the WMCA staff as publicity director and news editor about two years ago, and was formerly with Hirshon-Garfield Inc.

LLOYD E. YODER, Western publicity director of NBC, has been named general chairman of the eighth annual Radio Day at the Salinas, Calif. Rodeo on Friday, July 16. A representative group of radio executives and artists from all the San Francisco bay area broadcasting stations will attend the Rodeo on Radio Day. Mr. Yoder also has been named chairman of Radio Day at the annual California State Fair, to be held in Sacramento next September.

VIRGIL IRWIN, formerly of KMAC, San Antonio, is the new continuity editor at WAAF, Chicago, succeeding Jack Odell, recently promoted to program director.

WILLIAM FIFIELD, formerly with KUJ, Walla Walla, Wash., and Jay Sims of KFWB, Hollywood, have been added to the WBBM announcing staff, Chicago.

KARL BARRON, announcer, formerly with WIP, Philadelphia, has been added to the announcing staff of KYA, San Francisco.

HAL BURNETT, director of publicity of WBBM, Chicago, has been named a director of Sigma Delta Chi, national professional journalistic fraternity, and Julian Bentley, news commentator of WLS, that city, has been made an associate member of the fraternity.

GLEN LAW, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of KSO-KRNT, Des Moines.

DICK RUPPERT a member of the traffic department of WKRC, Cincinnati, married Doris McCormack on June 26.

FEY ROGERS, formerly of WSVA, Harrisonburg, Va., has joined the announcing staff of WOPI, Bristol, Tenn.

TOM KELLY, formerly of WTCN, Minneapolis, has joined the announcing staff of WIBW, Topeka, Kan.

BILL BALDWIN and Willard Klinger have been added to the announcing staff of WGN, Chicago. Baldwin was formerly with WOW, Omaha, while Klinger comes from WSAZ, Huntington, W. Va.

CHESTER J. GRUBER, (Poosch-em-up Tony Cabooch) of WHO, Des Moines, suffered a painful leg injury June 22 when a revolver he was cleaning was accidentally discharged. A line was intalled in his home and his programs were continued without interruption.

W. N. McGILL, station manager and Luther Putnam, news commentator of KGGC, San Francisco, have resigned. Gordon Willis and Harry Leroy have joined the news casting staff of KGGC and Les Malloy, publicity director, is doing part-time announcing.

LEWIS CHARLES, formerly chief announcer at WINS, New York, and Kennedy Ludham, formerly with WNAC, Boston, have been added to the announcing staff of WOV-WBIL, New York.

Announcement

●

Paul Godley

Announces His Association With

Dr. George H. Brown

Formerly of the Research Division

RCA Manufacturing Co., Camden, N. J.

In The Firm

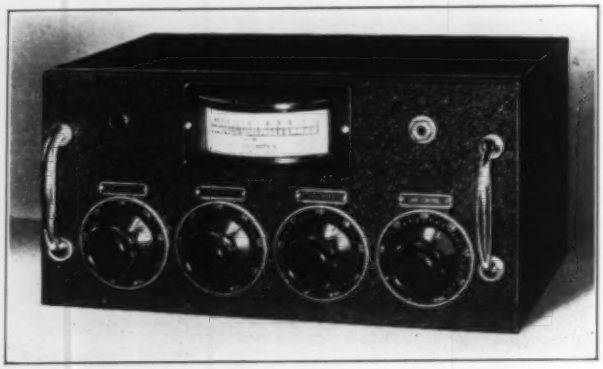
GODLEY & BROWN

Consulting Radio Engineers

Montclair, N. J. ● Telephone Montclair 2-7859

IF ITS PERFORMANCE, APPEARANCE, QUALITY, COMPACTNESS AND FLEXIBILITY YOU DEMAND OF A REMOTE ITS---

The Gates "DYNAMOTE"



Here is a new Gates remote equipment that broadcasters can depend upon to provide studio type quality and completeness in handling facilities and yet offer more compactness and ease of carrying than has ever before been possible with remote equipment.

The Dynamote weighs slightly over 30 pounds and is 20" by 12" by 10" including power supply and packed in carrying case yet three mixing positions, a high gain battery or A. C. amplifier, our 5" edgewise V. I. meter, master gain, head set jack, locking type microphone connectors and complete power supply are standard equipment with room left in the case for three microphones, head phones and banquet or desk stands. Though only four weeks old the Dynamote is being proclaimed by broadcasters from Los Angeles to New York as a creator of a new era in remote control apparatus. Do you have bulletin 71 on this newest Gates 15th Anniversary release?

DYNAMOTE FEATURES

1—Three position wiping contact mixing system (30 or 200 ohms)

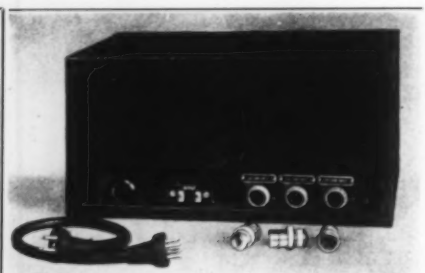
2—5" edgewise scale output meter

3—Four stage high gain amplifier

4—Battery or light socket operation

5—The price complete, amplifier, power supply and carrying case, is only $148.50

See the Dynamote as well as many other Gates remote, speech input and accessory equipments, or write for full particulars.



Mfgd. By

GATES RADIO & SUPPLY CO.

Manufacturing Engineers Since 1922

Quincy, Ill., U.S.A.

Cable address Gatesradio

MARTIN VIALE and Pinto Tameirao have been added to the announcing staff of NBC's South American program department, which broadcasts daily on a short-wave station W3XAL, Bound Brook, N. J., programs for the South American audience. Vaile, from the Argentine, is a lawyer, journalist and commentator who will present a daily broadcast of Press Radio News in Spanish. Tameirao, a Brazilian who will announce the Thursday evening *American Composers* program in Portuguese, was formerly editor of *A Fazenda*, a farm paper circulated in Brazil.

JERRY BURNS has been named to the staff of KXBY, Kansas City, as newscaster and special events announcer and Frank E. Bailey, formerly head of the production department, has been appointed merchandise and publicity manager of KXBY.

FREDERIC B. COLE, formerly of KHJ, Los Angeles, has joined the announcing staff of WBZ, Boston.

TOM HUSSEY, announcer of the Yankee and Colonial networks, married Miss Margaret Hutchinson of Marblehead, Mass., June 12.

FRAN COUGHLIN, continuity writer of WGN, Chicago, spoke June 14 before the Rotary Club of Freeport, Ill., on "Writing in Radio."

IVAN STREED, production manager of WHBF, Rock Island, Ill., is making a circle tour of Canada, New England, and the South.

STOCKTON HELFRICH, assistant manager, NBC script division, vacations to Puerto Rico on July 3.

RICHARD LEONARD, member of NBC's New York production staff, is the father of a boy born June 11.

LEWIS TEE GARDEN, recently appointed chief announcer of KEHE, Los Angeles, has been made production manager, succeeding Ray Appleby, resigned. Al Poska, has been elevated to chief announcer and Clinton Jones, news rewrite man, has been transferred to the continuity department.

FRANK GILL, Jr., writer on the CBS *Texaco Town* program sponsored by Texas Co., from Hollywood, is the father of a baby girl born June 14.

RALPH RICHARDS, staff pianist at NBC studios, San Francisco has been awarded a year's scholarship with Rudolph Ganz. He will take a leave of absence while he studies in the East.

RICHARD DEASY, formerly of KSFO, San Francisco, has moved to KYA, that city.

HERB ALLEN, announcer, collapsed recently while describing a baseball game in Oakland, Calif., over KROW. Allen is a staff anouncer at KFRC when not sportscasting. Ernie Smith, of KYA and Ernie Eikenberger substituted for Allen during his illness.

GRAVES TAYLOR, promotion manager of WGAR, Cleveland, and Mrs. Taylor on June 14 became the parents of a 7¾ lb. son, William Graves.

MARJORIE GIBSON, WLS, Chicago, actress, and John N. Thornburn, Chicago lawyer, were married June 15 in Flora, Ill., Dr. John W. Holland, pastor of the *Little Brown Church of the Air*, performed the ceremony.

BILL REX, formerly of WAYX, Waycross, Ga., has joined the announcing staff of WJEJ, Hagerstown, Md. Francis Koonce has also been named to the WJEJ announcing staff.

WARREN CHAMPLIN has resigned and James Hennessey has been added to the announcing staff of WTMV, E. St. Louis.

HERBERT PLAMBECK, farm editor of WHO, Des Moines, married Miss Frances Hahn on June 23.

JOHN PHILLIP SOUSA III has joined the mail room staff of NBC in New York. He is the grandson of the illustrious band leader.

ANNOUNCERS' CONTEST—Thelma Lang, the winner of a contest called *Microphobians* on KYA, San Francisco, receives the award offered by a local jewelry concern from Leon Churchon, KYA program director.

IRVING S. STROUSE, former publicity director of J. P. Mueller Adv. Co., New York, has been placed in charge of publicity for Artists Management Inc., and the Paul Whiteman interests, with offices at 17 E. 45th St.

ASHTON DUNN, for six years with R. H. MACY & Co., has joined NBC's New York personnel division.

GEORGE HAYES, formerly of NBC's night program manager's staff, and Arthur Gabarini, formerly in the guest relations department, have been graduated from the network's announcing school as full-fledged NBC announcers.

NORMAN CLOUTIER, former musical director of WTIC, Hartford, has joined NBC's New York music division as a conductor.

HORACE CAPPS, recently of WLW, Cincinnati, has resigned as head of the Clinton County (O) school music department to join WBOW, Terre Haute, Ind., as program and production head. Wendell Siler, formerly of WSVA, Harrisonburg, Va., has joined the WBOW staff. Wilfred MacDill has been named head of the merchandising department.

DORIS RILEY, of the continuity staff of CFAC, Calgary, Alb., has been transferred to CJAT, Trail.

DICK WYNNE, announcer-producer at KJBS, San Francisco, has tendered his resignation. He plans to go to Southern California.

MEL VENTER, Bob Bence and Bill Davidson, announcers at KFRC, San Francisco, have been ordered transferred to the Mutual-Don Lee studios at KHJ, Los Angeles. Their transfer is in connection with the removal of two feature broadcasts from San Francisco to Los Angeles.

LEE STRAHORN, formerly with Lord & Thomas, has joined the NBC press department at San Francisco.

MAX KNEPPER, new to radio, has been made publicity director of KFVD, Los Angeles, succeeding Celia Brady, who has been named office manager.

G. A. PALMER, continuity director of 3DB, Melbourne, Australia, was in Hollywood late in June, on a tour of the United States, studying American radio methods.

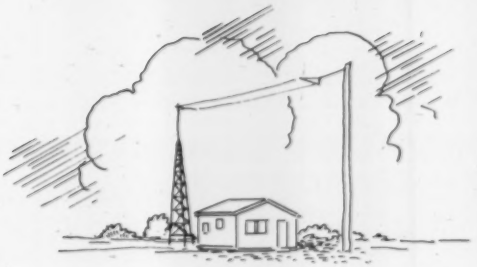
CHARLES SMITH of the NBC Hollywood Artists Bureau, recently spent two weeks in New York conferring with network officials.

DOUG DOAN, publicity director of KRBC, Abilene, Tex., has been named program director to succeed Gene Herd, resigned. Forrest W. Clough, formerly of the KRBC announcing staff, has returned to Dallas to do publicity and continuity work.

XUM

15 YEARS OF BROADCASTING

HOYT B. WOOTEN
President and Owner, WREC



Some Outstanding Accomplishments During WREC's 15th Year Broadcasting

☐ WREC's new 5-kw wide-range, high-fidelity transmitter was completed and put into operation, giving radio listeners a quality of reception hitherto unknown in Memphis and Mid-South, and practically doubled WREC's coverage area.

☐ WREC voted overwhelming choice of Memphis and Mid-South Radio Listeners (2 to 1 favorite over 2nd station) in an authoritative survey made, September-October, 1936, by Oliver P. Cobb Company, certified public accountants, Memphis. Listener preference: WREC 64.60%; WMC 32.57%; WNBR 1.99%; WHBQ .84%. Sworn copy of survey available upon request.

☐ Local Memphis Advertisers buying WREC more than 2¼ to 1. During April, 1937, Memphis business men bought and ran 2¼ times as many commercial programs on WREC as they did on Memphis' second station—282 to 124 programs. Proven results! That's the answer . . . and you can get the same answer!

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

HECTOR CHEVIGNY, CBS Pacific Coast continuity editor in Hollywood, has resigned to join the production department of F. Wallis Armstrong Co., that city. He has been assigned to the writing staff of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co., working under Bill Bacher, producer.

DON BERNARD, formerly KHJ, Los Angeles production manager, has joined the CBS Hollywood production staff. CBS has assigned William Lawrence to take over production of *New Horizon*, weekly half hour KNX, Hollywood, musical program, sponsored by Bullock's, Los Angeles department store. Glenhall Taylor who recently resigned to join the Young & Rubicam Inc., Hollywood production staff, formerly produced the program.

JIM BANNON, formerly of KMOX, St. Louis, and prior to that on the announcing staff of WABC, New York, has joined KEHE, Los Angeles in a similar capacity and has changed his name to Todd Forsythe. He will specialize in sports announcing.

VAN C. NEWKIRK, well known in Pacific Coast radio, has been appointed program director of KMPC, Beverly Hills, Cal., station recently acquired by G. A. Richards. Newkirk was from 1925 to 1933 on the staff of KHJ, Los Angeles, in various capacities.

BERNIE MILLIGAN, *Los Angeles Examiner* radio editor, has been signed by KMTR, Hollywood, to announce the Friday night fights from Hollywood Legion Stadium.

DON WILSON, NBC Hollywood announcer, has been signed by Condor Pictures Inc., that city, to do the narration on a series of 13 outdor sport shorts which will be released through RKO.

KATHRYN CRAVEN, New York commentator, will originate her thrice weekly quarter hour CBS *News Through a Woman's Eyes* program, under sponsorship of Pontiac Motor Co., from Hollywood for four weeks starting July 5. She arrives in Hollywood July 2 and is to include film celebrity interviews in her broadcasts.

FRANK MANOFF, announcer-technician at KROW, Oakland, Cal., recently resigned to take a similar position with KLS, Oakland.

ANDY POTTER, manager of KOH, Reno, was a recent San Francisco visitor during a vacation trip.

ERNIE SMITH, KYA sportscaster, has recovered from a touch of whooping cough, contracted from his children. Dwight Newton, who conducts children's programs for KYA, was absent for nearly three weeks with a case of chicken pox.

LEON KAPNER, manager of WCAE, Pittsburgh, Pa., was a recent visitor in San Francisco.

CARL KALASH, director of the NBC Beau Arts Trio, San Francisco, recently became the father of an eight pound son.

LEE HOAGLAND, announcer at KROW, Oakland has resigned and plans to leave for Los Angeles as soon as a successor is found.

BOB STANLEY, announcer-producer at KYA, San Francisco, sailed aboard the steamer *Malolo* on June 19 for Honolulu where he joined the production staff at station KGMB in the island city. Stanley came to San Francisco eight months ago from Philadelphia and before that was announcer at WLEU, Erie, Pa. He was succeeded at KYA by Wallace Ford, formerly of WLEU.

SCOTT WEAKLEY, production manager at KROW, Oakland, Cal., has added to his duties the production of the *Johnny Jump-Up* program, due to the recent resignation of Norman Loebl.

BERT BUZZINI, announcer at KYA, San Francisco, is vacationing in New York City until July 12.

Quest, Request

WFAA, Dallas, has been running a series of programs known as *Quest for Talent* which turned out to be a quest for announcers when the program of KFRO, Longview, Tex., was placed upon that Station. WFAA, after hearing Chief Announcer Earl Kalusche announce from KFRO on its *Quest for Talent* program, invited Kalusche to join its announcing staff. Kalusche joined WFAA early last month.

OTTIS ROUSH, formerly of WTJS, Jackson, Tenn., has joined the announcing staff of WLBC, Muncie, Ind., replacing Jack Bush, who has gone to New York.

MISS LOUISE HAMPTON has been named by Kasper-Gordon Studios Inc., Boston, to direct its children's program division. L. H. McCracken has been named to aid in department store broadcasting service.

JIMMY RAYLE, student at Greensboro High School, working part-time with WBIG, Greensboro, upon his graduation June 4 was given a permanent position with the station.

DAVID BANKS, formerly of KARK, Little Rock, and KBTM, Jonesboro, Ark., has joined WTJS, Jackson, Tenn., as publicity director and announcer. Banks was a former journalism student at Arkansas State College. Leslie Brooks, WTJS announcer, has been promoted to studio director.

BETTY LOU BLOUNT, president of Blount-Laemmle Productions Inc., Hollywood transcription and program producers, has announced her engagement to Al E. Kelly, vice-president and sales manager of the organization.

JERRY MOHR, formerly of the New York Theater Guild and Eve La Gallienne's Civic Reportory Theatre, that city, has joined the KHJ, Los Angeles, announcing staff.

ESTHER DURKIN, formerly of the program department of WIP, Philadelphia, has just assumed her new position as secretary to James Begley, program director of KYW, Philadelphia.

MISS MARIAN BLACK, of the program staff of WIP, Philadelphia, will be married in October to Granville Klink Jr., engineer at WDAS, Philadelphia.

ROBERT INGHAM, announcer and sports reporter for WADC, Akron, Ohio, was married to Erma Lee Wood, Cuyahoga Falls, Ohio, June 26.

DURWARD KIRBY, announcer for WLW, Cincinnati, left June 12 to join the NBC staff at Chicago.

STUART FINLEY has left WIBX, Utica, N. Y., to become announcer for WCPO, Cincinnati.

PHIL SUTTERFIELD has joined the announcing staff of WGRC, New Albany, Ind.

DURWARD KIRBY, formerly of WLW, Cincinnati, has joined the NBC-Chicago announcing staff.

WILBUR EDWARDS, former Davidson college student in charge of campus remotes, has joined the announcing staff of WBT, Charlotte.

AL METCALF has joined the staff of WCOA, Pensacola, Fla., as announcer and production manager.

PAUL CORBIN, formerly of KWSC, Pullman, Wash., has joined the announcing staff of KHQ-KGA, Spokane.

KENNETH YEEND, formerly of KWSC, Pullman, Wash., has joined the continuity department of KVI, Tacoma.

GOLFERS—Don Forker (left), Lord & Thomas account executive, squints over the fairway but George Engles, NBC vice-president in charge of artists service uses a hat. John F. Royal, NBC vice-president in charge of programs, is at the right in this June 9 scene at the NBC Athletic Association golf tournament.

Twice Thrilled

BOB ELSON, WGN announcer, broadcasting a *Man on the Street* program in front of the Chicago Theatre, was recently quizzing passer-bys about their greatest thrill. "I haven't had my greatest thrill yet," said one of the male passer-bys interviewed. "It's going to be tonight when I broadcast over WLS". He turned out to be a member of the Kewanee, Ill., choral group in town that day to broadcast a program over the Prairie Farmer station.

BILL DAVIES, former production manager of WLBC, Muncie, Ind., has joined the staff of WOWO, Fort Wayne. Ottis Roush has been promoted to production manager and chief announcer of WLBC. Henry Marks and Bob Ebert, who was formerly with WPAR, Parkersburg, W. Va., have joined the WLBC announcing staff.

DOROTHY ROBERLARD of the secretarial staff of WQAM, Miami, was married June 30.

DON FORBES, chief announcer of KNX, Hollywood, has been assigned to announce the new CBS Hal Kemp-Alice Faye show, sponsored by Liggett & Myers Tobacco Co. (Chesterfield), which will originate from that city beginning July 2.

REINALD WERRENRATH JR., of NBC's guest relations staff in New York will marry Elizabeth Imbrie of Newburg, N. Y., on July 31.

CHARLES KRAATZ has been added to the staff of WNEW, New York, as assistant to Earl Harper, sports commentator.

BILL BALDWIN, formerly of WOW, Omaha, and Willard Klinger, formerly of WSAZ, Huntington, W. Va., have joined the announcing staff of WGN, Chicago.

VERNON CRAWFORD, announcer of WFIL, Philadelphia, is vacationing in New England.

HELEN KILEY, a member of the press department of WIP, Philadelphia, recently underwent an appendectomy.

ART KIRKHAM, chief announcer of KOIN, Portland, Ore., for the past eight years, has been named director of public relations and special events. Stan Church has been promoted to chief announcer. Mr. Kirkham is presently making a tour of Eastern stations to study production and programming.

GEORGE JESSE, University of Kentucky student announcer, has joined the staff of WAVE, Louisville, for the summer.

JOE GARRETT, formerely of WIP, Philadelphia, has joined the staff of WNEW, New York, as assistant production director.

GLEN PARKER, formerly of WIP, Philadelphia, has joined the announcing staff of WLW, Cincinnati.

FRANKLIN (Whitey) LEWIS, for nine years baseball and boxing writer of the *Cleveland Press*, who joined WGAR, Cleveland, April 1, has been signed by Axton & Fisher, Louisville (tobacco) for a new series of six 15-minute sports reviews weekly to promote Twenty Grand Cigarettes over WGAR.

DAVID EBEY, of the promotion department of WLS, Chicago, has changed his name to David Wilburn.

EDWIN ROWLAND, formerly on the announcing staff of various Mexican and Cuban stations, has joined KGFJ, Los Angeles, in a similar capacity.

JERRY O'CONNOR, public relations and special events director of KFWB, Hollywood, has returned to his desk after three weeks in Panama.

LEONARD LAKE, formerly of KFI and KGFJ, Los Angeles, has joined KFWB, Hollywood, as announcer.

HARRY HALL, chief announcer of KFWB, Hollywood, and Frances Sawyer, station traffic manager, were married in that city June 21.

RALPH NELSON has resigned as chief announcer of KDB, Santa Barbara, Cal., and has gone to Chicago to join his wife Celeste Holm, well known Shakespearean actress.

MAYFIELD KAYLOR, KEHE, Los Angeles, program director, on six weeks leave of absence because of ill health, resumes his duties July 1.

VIC HURLEY, well known western writer, has joined the continuity staff of KOMO-KJR, Seattle, according to an announcement by W. W. Warren, program director.

VIRGINIA GOLDENBURG has been named to the continuity staff of WCKY, Cincinnati, but will continue her dramatic work with WLW, that city.

OLLIE O'TOOLE, announcer of WWSW, Pittsburgh, married Millie Preskar, June 24 and Ray Harlow, WWSW engineer, married Martha Rhea, June 26.

GARDNER SMITH, formerly of WSYR, Syracuse, N. Y., has joined the announcing staff of WJTN, Jamestown, N. Y. Harriet Stem has been named women's program director of WJTN.

CLAUDE MAIN, former New York actor, has joined the announcing staff of KGNO, Dodge City, Kan., and will assist in dramatic productions in addition to announcing.

VIC HURLEY, Seattle author, has joined the continuity staff of KOMO-KJR, that city.

DAVID VAILE, recently promoted from announcer to studio supervisor at KYA, San Francisco is the father of a baby boy, born June 16.

RICHARD DEASY, formerly an operator-announcer at KSFO, San Francisco, has been added to the announcing staff of KYA, that city.

MORTON GOULD, conductor of the *Music for Today* programs on MBS, has been appointed director of the educational department of Mills Music Inc., New York.

XUM

The Trail Blazer . . .

AXE IN HAND, the hardy pioneer hewed his way through the wilderness . . . . white wood glistening through slashed bark blazed a trail for those who followed. ☆ Today modern planes follow similar trails, flashing in minutes over routes the pioneers took weeks to conquer. Over mountains—prairies—through calm or storm-torn skies BENDIX Radio Range Beacons blaze the way—providing a sky road for all who fly. ☆ The Bendix Radio Corporation is dedicated to the advancement of aviation. Its goal is the development of navigational aids as dependable as the modern highway marker and communication equipment as convenient as the modern telephone.

● *Bendix Radio Range Beacon catalogs are available to executives upon request.*

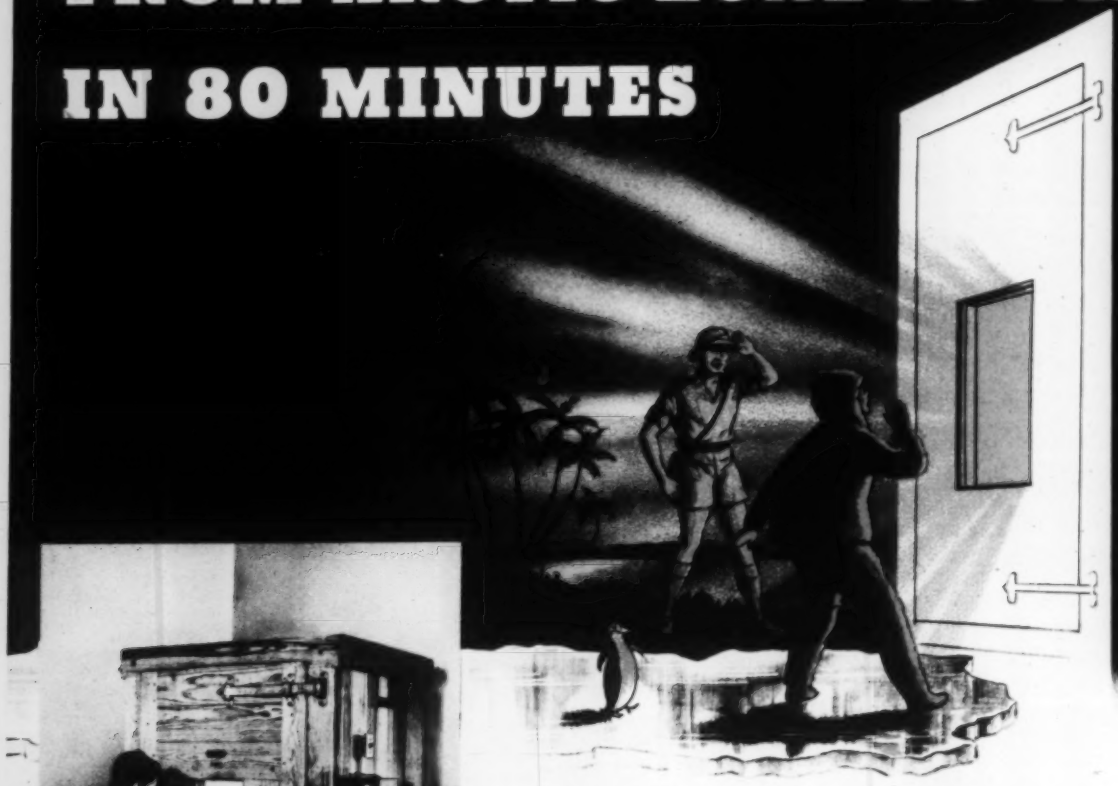
Direct All Correspondence to BENDIX RADIO CORPORATION 9th and Kearny Sts., N. E., Washington, D. C.

BENDIX

RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND

FROM ARCTIC ZONE TO TROPICS IN 80 MINUTES



TEMPERATURE CABINET

Accurate meters and watchful eyes detect and record the slighest variation in the operation of equipment being tested in the Temperature Cabinet under abnormal extremes of heat and cold. This temperature test is but one of many tests given to BENDIX equipment.

Phineas Fogg, in Jules Verne's novel, sped 'around the world in 80 days' . . . . BENDIX engineers take radio equipment 'around the world' in 80 minutes, through every climate—every temperature zone known to man. ☆ BENDIX equipment is tested in the Temperature Cabinet of special design. Here are simulated all of the variations of temperature from the heat of the steaming jungles to the bitter cold of an Alaskan outpost. Rapid changes from 58 below to 302 degrees above zero far exceed even the extremes encountered in a power dive from the blue cold of the Stratosphere to the sun baked earth below. ☆ Proven and tested every step of the way under conditions more severe than those ever met in actual flight, BENDIX equipment must perform accurately and dependably, in arctic, temperate, or tropic temperatures to guarantee the service that the name BENDIX implies.

Direct All Correspondence to BENDIX RADIO CORPORATION 9th and Kearny Sts., N. E., Washington, D. C.

BENDIX

RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND

DIRECT LINE TO SALES

KGO doesn't beat about the bush in selling the San Francisco market. With its great popularity, it gives advertisers a direct line into 642,300 homes in an area whose per capita spending power is the highest in the country.

• • •

A Pacific Coast Blue Network Station
Programmed and Represented by NBC

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBZ-WBZA, Boston-Springfield

Williamson Candy Co., Chicago, 260 *ta*, thru John B. Dunham Co., Chicago.
Whittemore Bros. Corp., Cambridge, Mass. (shoe polish), 40 *sa*, thru Stoddard-Sampson Co., Boston.
L. C. Prime Co., Boston (Yorkshire Relish), 4 *sa*, thru Bennett & Snow, Inc., Boston.
Refrigeration & Air Conditioning Institute, Chicago, 4 *t*, thru Critchfield & Co., Chicago.
Scholl Mfg. Co., New York (Dr. Scholl's Corn Pads), 10 *sa*, thru Donahue & Co. Inc., N. Y.
Agfa Ansco Corp., Binghampton, N. Y. (films, photo equipment), 91 *sa*, thru Young & Rubicam Inc., N. Y.
Leopold Morse Co., Boston (men's clothing), *sa*, placed thru Ingalls-Adv., Boston.
Morse Shoe Stores, Boston, 10 *sa*, thru Salinger & Publicover, Boston.
La Touraine Coffee Co., Boston, (Toastmaster), 4 *t*, thru Ingalls-Adv., Boston.
Albany Carpet Cleaning Co., Boston, 24 *sa*, thru Dickie-Raymond Inc., Boston.
Baker Extract Company, Springfield, Mass. (flavoring extracts), *sa*, thru William B. Remington Inc., Springfield, Mass.
Kendall Mfg. Co., Cambridge, Mass., (Soapine), 312 *t*, thru Dowd & Ostreicher Inc., Boston.
Association of Pacific Fisheries, Seattle, *sa*, thru J. Walter Thompson Co., San Francisco.
Morse Shoe Stores, Boston, 10 *sa*, thru Salinger & Publicover, Boston.

WOR, Newark

Refrigeration & Air Conditioning Training Corp., Youngstown (trade school), weekly *sp*, thru National Classified Adv. Agency, Youngstown.
Crown Overall Mfg. Co., Cincinnati (overalls and work shirts), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
General Foods Corp., New York (Diamond Crystal Salt), 2 weekly, *t*, thru Benton & Bowles Inc., N. Y.
Drums Inc., Detroit (cleaning fluid), 1 *sp*, 2 *sa* weekly, thru C. C. Winningham Inc., Detroit.
Chevrolet Motor Co., Detroit (automobiles), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Post Institute Inc., New York (Ultrasol), weekly *sp*, thru Hirshon, Garfield Inc., N. Y.

WKBZ, Muskegon, Mich.

Indianapolis Brewing Co., Indianapolis (Burlomaster beer), 7 weekly *sa*, direct.
Black Eagle Oil Co., Milwaukee, daily *sa*, thru Morrison Adv. Agency, Milwaukee.
Texas Co., New York (Texaco), 3 weekly *t*, thru Buchanan Co. Inc., Chicago.

WIP, Philadelphia

Peter Paul Inc., Naugatuck, Conn. (Mounds, Dreams candy), 5 weekly *sp*, thru Platt-Forbes Inc., N. Y.
Varady of Vienna, Chicago (cosmetics), 18 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

WGRC, New Albany, Ind.

Kiley Brewing Co., Louisville (Patrick Henry beer), 6 weekly *sp*, direct.

KGO, San Francisco

Best Foods Inc., New York (mayonnaise), 4 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Darical), 6 weekly *sa*, thru J. Walter Thompson, Co., Chicago.
Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), weekly *t*, thru Bert S. Gittens Adv., Milwaukee.
Bulova Watch Co., New York (watches), 35 weekly *sa*, thru Biow Co. Inc., N. Y.
Interstate Co., San Francisco (summer resort), weekly *sp*, thru Drury Co., San Francisco.
Diesel Power-United Engineering Schools, San Francisco, 6 weekly *sa*, direct.
Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly *sa*, thru Ridgway Co., St. Louis.
Table Products Inc., Los Angeles (Nu-Made mayonnaise), 21 weekly *sa*, thru Lord & Thomas, Los Angeles.

WBNX, New York

Sun Oil Co., Philadelphia (Sunoco fuels), 6 weekly *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Western Sausage & Provision Co., New York (meats), 3 weekly *sa*, direct.
Pollyanna Shops Inc., New York, (chain hosiery stores), 3 weekly *sa*, direct.

WLS, Chicago

Allis-Chalmers Mfg. Co., Milwaukee (tractors), 3 weekly *t*, thru Bert S. Gittens Adv., Milwaukee.
Household Magazine, Topeka, 3 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
J. W. McCormack Co. Inc., Chicago (real estate), 3 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.

WPTF, Raleigh, N. C.

American Oil Co., Baltimore (New Value gas), 64 *ta*, thru Joseph Katz Co., Baltimore.

WMCA, New York

Christian Science Radio Committee of Greater New York, New York, 2 weekly *sp*, direct.
Unity School of Christianity, Kansas City, Mo. (religious talks), 6 weekly *sp*, direct.
Madison Personal Loan Inc., New York (finance company), 3 weekly *sp*, thru Klinger Adv. Corp., N. Y.
Grace Donahue Inc., New York (beauty preparations), weekly *sp*, thru Redfield-Johnstone Inc., N. Y.
Trutonophone Inc., New York (hearing aid), 3 weekly *sp*, thru Klinger Adv. Corp., N. Y.
Victor H. Lindlahr, New York (Journal of Living), 6 weekly *sp*, thru Schillin Adv. Corp., N. Y.

KYA, San Francisco

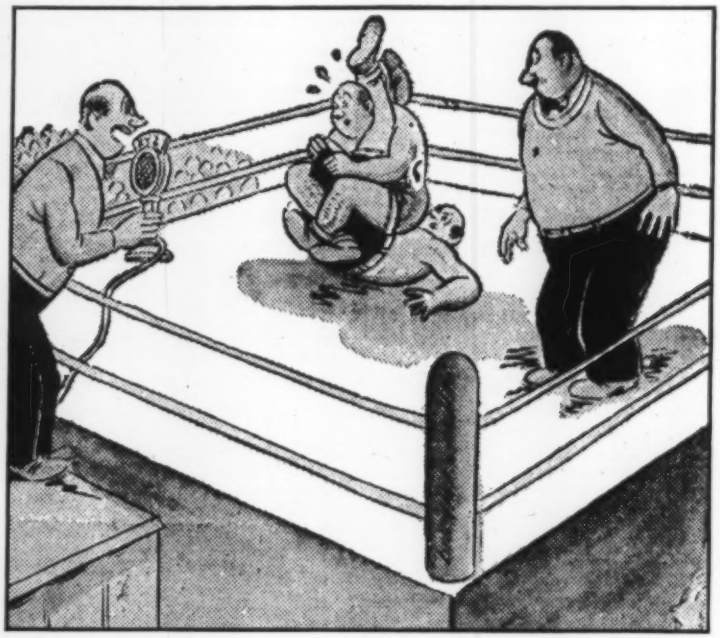
Guaranty Union Life Insurance Co., Los Angeles, 3 weekly *sp*, thru Stodel Adv. Service, Los Angeles.
Bireley's Orangeade, Los Angeles (beverage), *bicycle races*, thru Allied Adv. Agency, Los Angeles.
Star Outfitting Co., Los Angeles (clothing), 6 weekly *sp*, thru Allied Adv. Agency, Los Angeles.
Painless Parker, San Francisco (dentist), 5 weekly *sp*, direct.
Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste) 1 weekly *sp*, thru Wm. A. Ingoldsby Co., Los Angeles

WNAC, Boston

Procter & Gamble Co., Cincinnati, Ohio (Lava soap) five weekly, *t*, placed thru Compton Advertising Co., New York.
American Oil Company, Baltimore, Maryland (Amoco gasoline), *sa*, thru Joseph Katz Co., Baltimore.
Sterling Products Inc., Wheeling, (drug products), 18 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WAAB, Boston

Sea Breeze Cafe, Nantasket, Mass., 12 *sp*, thru Harry M. Frost Co. Inc., Boston.
Haywood Wine & Liquor Company, Boston, *sa*, thru David Malkiel, Boston.



New York Post

"Hold it a minute, boys, while we hear a word from our sponsor!"

KNX, Hollywood

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), 6 weekly *sp*, thru Jefferson Kaye Wood Adv., Los Angeles.
Manhattan Soap Sales Corp., New York (Sweetheart soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.
Kellogg Co., Battle Creek, Mich. (cereals), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Johnson, Carvell & Murphy, Los Angeles, (Kellogg's ant paste), 5 weekly *sp*, thru William A. Ingoldsby Co., Los Angeles.
Sutliff Co., San Francisco (tobacco), 7 weekly *sa*, thru Chas. R. Stuart Inc., San Francisco.

WDOD, Chattanooga

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Ivory soap), 5 weekly *t*, thru Compton Adv. Inc., N. Y.
Dodge Motor Co., Detroit (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Chattanooga Medicine Co., Chattanooga (Black Draught), 3 weekly *sp*, thru Purse Co., Chattanooga.

WJJD, Chicago

Evans Fur Co., Chicago (retail furriers), 6 weekly *sp*, thru Auspitz & Lee, Chicago.
Logan Appliance Co., Chicago (electrical appliances), 3 weekly *sp*, thru Malcolm-Howard, Chicago.
Sears, Roebuck & Co., Chicago (retail), 6 weekly *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

KPO, San Francisco

Standard Oil Co. of Calif., San Francisco, 35 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Joseph Magnin Co. Inc., San Francisco (department store), weekly *sp*, through Sidney Garfinkel Adv. Agency, San Francisco.
Pacquin Laboratories Inc., New York (hand cream), 1 weekly *sp*, thru William Esty Inc., New York.

WMAQ, Chicago

Refrigeration & Air Conditioning Institute, Chicago (correspondence course), 3 weekly *t*, thru Critchfield & Co., Chicago.
DeBarry & Williams Agency, Chicago (insurance), weekly *sp*, thru Critchfield & Co., Chicago.

WHK, Cleveland

Refrigeration & Air Conditioning Institute, Chicago (instruction), 9 *sp*, thru Critchfield & Co., Chicago.
Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOAI, San Antonio

Baldwin Laboratories, Sagertown, Pa. (insecticide), 3 weekly *sp*, thru Yount Co., Erie, Pa.
Greater Texas Pan-American Exposition, Dallas, announcements, thru Tracy-Locke-Dawson Inc., Dallas.

WCKY, Cincinnati

McCormick Sales Co., (McCormick's tea), 20 *sa*, thru Van Sant, Dugdale & Co., Baltimore.
RCA Manufacturing Co., New York, (RCA tubes), 13 *sa*, direct.

KDKA, Pittsburgh

Chevrolet Motor Co., Detroit, 26 *t*, thru Campbell-Ewald Co. Inc., Detroit.
Dodge Brothers Corp., Detroit, 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WEAN, Providence

Procter & Gamble Co., Cincinnati (Crisco), 130 *sa*, thru Compton Advertising Co., New York.
Raytex Clothes, Providence, 122 *sa*, placed direct.

KFEL, Denver

Storz Brewing Co., Omaha, *sa*, thru Buchanan-Thomas Adv. Agency, Omaha.

KFRC, San Francisco

Bekins Van & Storage Co., San Francisco, 7 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Postal Telegraph Co., San Francisco, 4 weekly *sa*, direct.
20-Grand Cigarettes, New York, 7 weekly *sa*, thru McCann-Erickson, New York.
Morris Plan, San Francisco (loans), 30 *sa*, thru Leon Livingston Adv. Agency, San Francisco.
Dodge Bros. Corp., New York (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Zinke Rebottoming Shoe Co. Inc., Los Angeles, (shoe repairing) 8 *sp*, thru Allied Adv. Agencies Inc., Los Angeles.

KHJ, Los Angeles

Ironized Yeast Co., Atlanta, Ga. (yeast tablets), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Zinke Rebottoming Shoe Co. Inc., Los Angeles (shoe repairing), 10 *sp*, thru Allied Adv. Agencies Inc., Los Angeles.
Haas-Baruch & Co., Los Angeles (Iris coffee), weekly *sp*, thru Dan B. Miner Co., Los Angeles.

WNEW, New York

Lake Hiawatha, New Jersey, (summer resort), 6 weekly *sa*., thru Radio & Film Methods Corp., N. Y.
Crystal Lake Corp., West Orange, N. J. (summer resort), 8 weekly, *sa*, direct.

KECA, Los Angeles

Power Seal Co., Los Angeles (cylinder remedy), 2 weekly *sa*, thru Jefferson Kaye Wood, Los Angeles.
Wonder Made Products Co., Los Angeles (Thrifty mayonnaise), weekly *sp*, thru Chas. H. Mayne Co., Los Angeles.

DAY DREAMING—Is no fun for Orville Foster, *Day Dreamer* of the Iowa Network, as he starts sending out 35,000 poems and 3,000 scrapbook covers to fans whose requests last week totalled 77,700 labels from bottles of Maher's 7-Up. Poems are mailed for one label; covers cost 24.

KFWB, Hollywood

Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrott shoes), 6 weekly *sp*, thru Grace Glasser Adv. Agency, Los Angeles.
W. H. Crawford Stores Inc., Los Augeles (chain markets), 6 weekly *sp*, direct.

WJAY, Cleveland

Rush Mfg. Co., Reading, Pa. (cigars), weekly *sp*, direct.
Snugfit Sales Co., Los Angeles (dentifrice), 52 *t*, thru Records Adv. Agency, Los Angeles.

WEEI, Boston

T. Noonan & Sons Company, Boston (barber supplies), 51 time signals, thru Doremus & Company, Boston.
Nantasket-Boston Steamboat Co., Boston, 24 *sa*, placed direct.
Howard D. Johnson Co., Quincy, Mass., (restaurant, ice cream stand chain), 13 weeks (78) weather forecasts, thru Harry M. Frost Co. Inc., Boston.
Gould Oil Burner Corporation, Cambridge, Mass., 312 temperature reports, placed direct.
Cape Cod Steamboat Company, Boston, 36 *sa*, thru The Greenleaf Co., Boston.
Albany Carpet Cleaning Co., Cambridge, Mass., 156 *sa*, thru Dickie-Raymond, Boston.

KFI, Los Angeles

Beaumont Laboratories, St. Louis, (cold tablets), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Beaumont Laboratories, St. Louis, (cold tablets), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Sears, Roebuck & Co., Los Angeles, (retail stores), 3 weekly *sa*, thru Dana Jones Co., Los Angeles.
General Brewing Corp., San Francisco (Lucky Lager beer), 7 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Mentholatum Co., Wilmington, Del., (Mentholatum), 7 weekly *sa*, thru Dillard Jacobs Agency Inc., Atlanta, Ga.
Goodal Worsted Co., Sanford, Me., (Palm Beach clothes), 2 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Baldwin Laboratories Inc., Sagertown, Pa. (Dwin), 5 weekly *sp*, thru The Yount Co., Erie, Pa.
Woolwine-Norris Co., Los Angeles (electrical ranges), weekly *sp* thru McCarty Co., Los Angeles.

WBT, Charlotte, N. C.

Miller Brewing Co., Milwaukee (High-Life beer), 7 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Cleveland.
Gulf Oil Corp., Pittsburgh (Gulfspray), 3 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Piedmont Distributors Inc., Greensboro, N. C. (Grunow refrigerators), 3 weekly *sp*, direct.

KECA, Los Angeles

Firestone Tire & Rubber Co., Akron, Ohio (tires & tubes), 2 weekly *sa*, thru Sweeney & James Co., Cleveland.
Sears, Roebuck & Co., Los Angeles (retail stores), 3 weekly *sa*, thru Dana Jones Co., Los Angeles.

KMPC, Beverly Hills, Cal.

Guaranty Union Life Ins. Co., Beverly Hills, Cal., (insurance) 6 weekly *sp*, thru Stodel Adv. Co., Los Angeles.

KMTR, Hollywood

Mentholatum Co., Wilmington, Del. (mentholatum), 6 weekly *sa*, thru Dillard-Jacobs Adv. Agency, Atlanta, Ga.

KFAC, Los Angeles

Superior Macaroni Co., Los Angeles, weekly *sp*, thru Adv. Arts Agency, Los Angeles.

KEHE, Los Angeles

Power Seal Co., Los Angeles (cylinder remedy), weekly *sa*, thru Jefferson Kaye Wood, Los Angeles.

There's no PAY-OFF for just Coming Close!

When your turn comes to step up and "bat" you've got to make a "hit" if you want to collect, because there's no pay-off for just coming close. That's the principle KWK always keeps in mind when taking on a job of increasing an advertiser's sales. Just equaling, or coming close, to the advertisers present amount of sales, is falling down on the job. To be sure of getting the increase in sales you pay for, call KWK. With us there is always a "Pay-Off".

KWK

THOMAS PATRICK INC.
HOTEL CHASE, ST. LOUIS

REPRESENTATIVE-PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

KFPY

CBS

SPOKANE

WASHINGTON

(Established 1922)

RADIO ADVERTISERS

GOLDENROD ICE CREAM Co., Chicago, on June 28 started a quarter-hour children's program on WGN, Chicago, titled *European Travel Tour* and broadcast Mondays, Wednesdays and Fridays at 5:30 p.m. Salem N. Baskin Adv. Agency, Chicago, handles the account.

CALIFORNIA ANIMAL PRODUCTS Co., San Francisco (Calo dog food) has signed for 26 five-minute announcements, twice daily on WGY, Schenectady, through Emil Brisacher & Staff, San Francisco.

CARLIN PRODUTS Inc., Staten Island, New York, is running a test campaign in Washington on Neozol, an athlete's foot remedy. Radio and newspaper schedules are being released through Henry J. Kaufman, Advertising, Washington.

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobiloil), has added broadcasts of all home games of the Burlington, Vt., baseball team to its schedule of summer sports broadcasts. Games are reported by Holland Smith and Lawrence Killick on WCAX, Burlington. Socony broadcasts of Burlington games began June 17 and will continue throughout the summer. J. Sterling Getchell Inc., New York, is the agency.

H. D. LEE MERCANTILE Co., Kansas City, has named Ferry-Hanly Co. Inc., Kansas City, to service its account.

RIESER Co., New York (hair nets, etc.), has appointed E. T. Howard Co., New York, as agency.

ORANGE CRUSH Co., Chicago (beverages), making up lists in September, is contemplating radio among other media. J. Walter Thompson Co., Chicago, Kenneth Hinks, account executive, places Orange Crush advertising. Young & Rubicam Inc., Chicago, Marvin Harms, account executive, places the Old Colony Beverages account.

RED TOP STEEL POST Co., Chicago, makes up lists, including radio, in August. Agency is Buchen Co., Chicago, Kenneth Barber, account executive.

REMINGTON RAND Inc., Buffalo (office equipment), a radio user, makes up lists in July. Agency is BBDO, Buffalo. Stanly Irvin is account executive.

CHICAGO ROOSEVELT STEAMSHIP Co., Chicago (lake trips), began a quarter-hour recorded program *Steamboat Party* on WGN June 28, six times weekly. The steamship firm also recently began minute spots over WJJD, Chicago. W. W. Garrison Co., Chicago, is the agency.

OCCIDENTAL LIFE Insurance Co. of California, after more than two years on the air, affiliate of the Bank of America & Transamerica Corp., wound up its *Winning the West* dramas on NBC-Pacific Red network with the June broadcast. The banking firm plans to concentrate on Newscaster Sam Hayes, who is now being heard on the CBS outlets in California, KNX and KSFO, nightly at 10 o'clock. The Bank of America's program *House of Melody* which features Meredith Wilson's Orchestra and John Nesbitt, commentator, heard on the California NBC-Blue network, will sign off at the expiration of its present contract on July 19.

The Richfield Oil Company, former sponsor of Sam Hayes' news periods, is now sponsoring Olsen and Johnson on a program over the NBC-Red network from Hollywood.

ROBERTS, JOHNSON & RAND St. Louis, branch of International Shoe Co., announces that its *News for Children* series on KFWB, Hollywood, is placed by Grace Glasser Adv. Agency but that the agency is not handling the company's other western radio activity.

TIDEWATER ASSOCIATED OIL Co., New York (Tydol and Veedol) has renewed its news broadcasts on WFIL, Philadelphia, for another year. Company sponsors three five-minute news periods in the daytime and one quarter-hour newscast in the evening daily except Sunday, making it the largest national advertiser on the station. Program is placed by Lennen & Mitchell Inc., New York.

HARVARD BREWING Co., Lowell, Mass., has placed its account with Louis Glaser Inc., Boston.

NORTHEASTERN LABORATORIES Inc., Boston (Lady Lillian cosmetics), has placed its account with Louis Glaser Inc., that city, and plans to begin a series of studio programs.

CONTINENTAL FOOD Corp., Los Angeles, packers of Brown Creek Baked Beans, to introduce the product to the consumer market, on June 1 started a 13 weeks test campaign on KFOX, Long Beach, Cal. and KEHE, Los Angeles, using 6 weekly one-minute dramatised transcription announcements, cut by Radio Recorders Inc., Hollywood. It's the sponsor's first radio and so successful has it proven that an extensive Pacific Coast fall campaign is being planned. List is now being made up. Scholts Adv. Service, Los Angeles, has account.

LOG CABIN BREAD Co., Los Angeles, wholesale baking company which has distribution through grocery stores, on June 20 started for 52 weeks, using 6 weekly spot announcements on 7 southern California stations. List includes KFAC, KEHE, KRKD, KGFJ, KMTR, KFOX, KIEV. Agency is Scholts Adv. Service, Los Angeles.

3 major northwestern markets available with but a single contract thru 3 proved stations

KXL

BORDEN'S FARM PRODUCTS Co. Inc., New York, (cheese, milk, chocolate drinks) has placed its account with Erwin, Wasey & Co. Inc., that city. Stella Unger is writing the script and Jack Adams is producing *Borden's Special Edition for Women Only*, 1:30-2 p.m., Fridays, on WEAF, New York, for the agency.

JAMES W. McCORMACK Co., Chicago (real estate) has started sponsorship of Homer Griffith, known as *The Friendly Philosopher*, over WLS and WBBM, Chicago. On Saturdays the McCormack Co. is on WLS at 9:30-9:45 a.m. and Sundays on WBBM 10-10:15 a.m. Presba, Fellers & Presba Inc., Chicago, is agency.

PACQUIN LABORATORIES Inc. New York (hand cream) has signed Clinton (Buddy) Twiss of the NBC Hollywood announcing staff to do a weekly quarter hour program of radio chatter entitled: *Behind the Microphone*, over KPO, San Francisco. Program will be broadcast on Sunday nights. William Esty Inc., New York, is agency.

PAINLESS PARKER, San Francisco (dentist) is sponsoring five quarter-hour commentary type programs a week over KYA, San Francisco. The commentator is Dr. Seth Maker, known on the air as "The Philistine," who has been doing this type of microphone work for the Parker system for eight or nine years. Account placed direct.

AMERICAN LEGION of Los Angeles, is using a series of one-minute transcribed announcements on local stations to call attention to the patriotic entertainment in the Coliseum, that city, on July 4th. Associated Cinema Studios, Hollywood transcription producers, cut the series which was placed through Howard Esary of Allied Adv. Agencies Inc., Los Angeles.

SNUGFIT SALES Co., Los Angeles, manufacturers and distributors of Snugfit dental plate relining material, which has been using a five minute weekly transcription serial on KVI, Tacoma, and WJAY, Cleveland, for the past several months, is planning an extensive national fall campaign. Record Adv. Agency, Los Angeles, has account.

SOBOL BROS. Service Stations Inc., New York City chain of service stations, is sponsoring a series of sports reviews on WMCA, New York, 6:30 to 6:45 p. m. on weekdays and 7:15 to 7:30 p. m. Sundays. Dick Fishell, chief sports announcer, handles the summaries of the day's sports, which advertise batteries, tires, auto radios and other automobile accessories and services. Agency is J. Stirling Getchell Inc., New York.

DIESEL POWER-UNITED ENGINEERING SCHOOLS, San Francisco has signed a 26 week contract with KGO, San Francisco, for six weekly weather reports. Accounts placed direct.

Another First

FOR THE first time in history an advertiser is sponsoring a program not for the radio audience but for the people who have come to see his program and have to wait in line 30 to 90 minutes before the show actually begins. Morris B. C. Sachs, Chicago clothier, has a small NBC orchestra playing request tunes for the studio audience who come to see his 5-6 Sunday *Amateur Hour* over WENR while they are waiting in the lobby of the Merchandise Mart to go up in the elevators. Schwimmer & Scott, Chicago, is the Sachs agency.

General Foods Entering Hollywood Radio Colony

GENERAL FOODS Inc., is moving into Hollywood broadcasting area, doubling the number of its originations from that city and setting up a general radio advertising department subsidiary to its New York head office. John W. Nicholson, assistant to F. C. Hawkins, Southern California general sales manager, Los Angeles, has been made special advertising representative in charge of radio on the Pacific Coast, a newly created post. He will act as sponsor liaison with advertising agencies producing General Foods radio shows in Hollywood. Sponsor will add three new transcontinental programs to its present Hollywood setup between July 8 and fall, necessitating the creation of this special department. Mr. Nicholson joined General Foods eight years ago. He had previously been in the theatrical business.

Major broadcasts now under Mr. Nicholson's supervisory wing are two NBC shows, Jack Benny for Jello and Burns & Allen for Grapenuts; Satina's *House Divided*, dramatic serial, on Mutual-Don Lee network, and three new programs. These are the NBC *Maxwell Show Boat*, starting July 8, the *Log Cabin Syrup* program being prepared for September, and the forthcoming Kate Smith program which will start in fall for Calumet and Swansdown.

KGIR

NBC

BUTTE

MONTANA

(Established 1929)

PORTLAND

OREGON

(Established 1926)

National representative
Joseph H. McGillvra
366 Madison Ave.
N.Y. City
Palmolive Bldg., Chicago

AGENCIES AND REPRESENTATIVES

WWL, New Orleans, has appointed E. Katz Special Advertising Agency as its exclusive national representatives, it was learned June 23. Vincent F. Callahan, recently named general manager of WWL, consummated arrangements with Eugene Katz, manager of the firm's New York office.

GEORGE H. INCLEDON, a member of the sales staff of WJJD, Chicago, has joined Selviair Broadcasting System Inc., Chicago advertising agency, as account executive.

DAVID F. CROSIER, formerly radio director of Pedlar & Ryan Inc., and onetime Eastern sales manager of the old ABC regional network, has joined the New York sales staff of Hearst Radio Inc.

ROBERT HOWARD, on June 21 joined the staff of Hearst Radio Inc., working out of the Chicago office. Howard was formerly partner of Roesler & Howard Inc., and prior to that was radio director of Campbell-Ewald Co. Inc., Detroit.

ROLAND MARTINI, since 1933 radio director of Gardner Adv. Co., New York, has been elected vice-president of that agency.

C. S. YARNELL, former vice-president of the Minnesota State Life Ins. Co., has joined the Chas. A. Mason Adv. Agency, Detroit.

ALFRED S. MOSS, former sales manager of WQXR, Long Island City, N. Y., has joined A. W. Lewin Co. Inc., Newark, as account executive.

HOWARD C. CALDWELL, president of the Caldwell-Baker Adv. Co., Indianapolis, has been named president of the Alumni Association of Butler University.

WNEW, New York, June 23 signed a long-term contract with William G. Rambeau Co., station representatives, for exclusive national representation. Only the New York metropolitan area was excluded. The arrangement was consumated by Mr. Rambeau with H. M. Bess, vice-president in charge of sales of the New York station. Rambeau formerly represented WOR, Newark, which now has its own branch office representation.

FOUR Canadian stations, CJKL, Kirkland Lake, CFCH, North Bay, CJCS, Startford, and CKGB, Timmins, all in Ontario, have appointed Weed & Co. as their American representatives. The stations are operated by the Northern Broadcasting Co. of Toronto and Timmins. These additions bring Weed's Canadian list to a total of 13 stations.

JOSEPH J. WEED, head of Weed & Co., station representatives, left New York June 19 accompanied by Mrs. Weed for an extensive tour of Canadian stations. He stopped at the NAB Convention en route. He plans to return to his office Aug. 1.

KIDO, Boise, Ida., has appointed John Blair & Co. as exclusive national representatives.

DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, Portland, Ore., has been elected member-at-large of the executive board of the AAAA for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

JEANETTE BOYER, formerly radio talent representative of Milo M. Marchetti Theatrical Agency, Hollywood, has joined Ted Rogers Agency, that city, in a similar capacity. Rogers who is head of Republic Investment Corp., recently added talent representation to his activities.

TALBOT JOHNS has been appointed publicity director of BBDO, New York, following the resignation of Douglas Connah, whom Johns formerly assisted.

YOUNG & RUBICAM Inc., has doubled its Hollywood headquarters in the Equitable Bldg., because of the increase of radio production and has added Glenhall Taylor to its staff. He was formerly on the production staff of KNX, that city. Walter Johnson, in charge of talent and also a producer for the agency, has resigned to free lance in radio.

THE William Morris office in Chicago will move in August from present quarters at 32 W. Randolph St. to larger quarters closer to "radio row" at 64 E. Lake St. near Michigan Blvd.

HUGH WOODS, for the past 12 years in the Los Angeles direct mail and merchandising field, has entered the agency business, and established offices in the Knickerbocker Building, that city, under the firm name of Hugh Woods Adv. Agency, servicing radio along with other accounts.

HARRY W. HIXON Jr., associated with Sterling J. Getchell Inc., New York, was married to Betty Timmons, Atlanta, Ga., June 7.

R. H. CROOKER, executive vice-president of Campbell-Ewald Co. Inc., Detroit, has been appointed acting president of the company, because of the continued illness of Henry Ewald, president.

LEONARD T. BUSH, secretary-treasurer of Compton Adv. Inc., New York, and account executive for most of the Procter & Gamble products, is on the Pacific Coast for a month's sojourn in the interests of radio aspects of his agency's accounts.

ROBERT H. SCOTT, vice-president of Eastman, Scott & Co. Inc., Atlanta, was the guest speaker at the weekly luncheon of the Atlanta Advertising Club June 9. His firm was recently awarded the contract for the $250,000 North Carolina state advertising campaign. Gov. Hoey, of North Carolina, on July 2 will outline the campaign over a statewide network. S. W. McArthur, account executive, will have offices in the state capitol at Raleigh.

J. RAYMOND MINITER has been appointed executive vice-president of Ingalls-Advertising, Boston. Miniter has been with the firm six years, and was in charge of radio affairs.

WILLIAM G. RAMBEAU Co., New York, has been appointed exclusive national representative of WIP, Philadelphia, according to a recent announcement by Benedict Gimbel Jr., president of WIP.

L. WARD WHEELOCK, president of F. Wallis Armstrong Co., Philadelphia, while in Hollywood, scouted reports that Bill Bacher would resign as producer of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co.

WILSON-ROBERTSON has been appointed national sales representative of KGNF, North Platte, Neb.

AUSTIN PETERSEN, on the Hollywood production staff of Young & Rubicam Inc., will be transferred to the agency's New York office after returning from his vacation about July 10.

BAXTER PICKERING, formerly president of Kelsey-Pickering Co. Inc., New York, has started an advertising agency under his own name at 30 Rockefeller Plaza, that city, to serve small high-class account.

ARTHUR MENADIER, formerly of John Donnelly & Sons Outdoor Adv. Agency, Boston, has joined Louis Glaser Inc., that city.

FRED W. BLUMENSCHEIN, formerly with Kelly, Nason & Winsten, New York, and previously in charge of continuities for the Geyer Co., Dayton, has joined the radio department of Blackett-Sample-Hummert Inc., New York, as a commercial continuity writer.

HELEN STRAUSS, publicity director of Benton & Bowles Inc., New York, is spending several weeks in Hollywood, where the agency has recently opened an office, preparing for the first of the new *Show Boat* series.

EDWARD L. SEDGWICK Co., Peoria Ill., has opened its new Chicago office at 58 E. Washington Street, under the direction of Mr. W. Howard Schendorf formerly of Lord & Thomas and advertising director of The Brunswick-Balke Collender Co. Mr. Edward L. Sedgwick who has conducted his agency successfully in the Peoria area for the past fifteen years divides his time between the two offices.

RUFUS RHOADES & Co., San Francisco advertising agency, announces the formation of a complete radio production unit to augment its service to its clients. The agency is offering its clients complete radio service—counsel, production, writing and merchandising. A. W. Scott has been named head of the new unit. He is a seasoned radio and sales executive and at present is producing *Romance of the Highways* over one of the western networks. Associated with Scott is Richard Holman, veteran microphone producer.

NORMAN ROSS Inc., Chicago, radio consulting firm, is installing RCA speech input and Presto recording equipment in its audition studio for a service to agencies and advertisers for the building of radio programs.

LOUIS GLASER, president of Louis Glaser Inc., Boston, was recently elected president of the Boston Advertising Club.

ROBERT L. YOUNG and M. O. Hopkins, account executives of the Albert Kircher Co., Chicago agency, were recently elected vice-presidents.

THE MOST POWERFUL STATION

between *St. Louis Dallas and Denver*

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS

ALLAN M. WILSON, recently production manager of Tempo Radio Productions, Los Angeles, and for many years engaged in writing and producing radio programs with stations and agencies on the West Coast, has joined Conquest Alliance Co. Inc., New York, as assistant to the president, C. H. Venner, Jr. Mr. Wilson will develop programs for use in America by stations and advertisers for Conquest, which has hitherto specialized in foreign broadcasting. He is starting to build a staff of writers and artists and will have charge of writing, producing, directing and selling these American programs.

FRANK P. NEWTON, eastern advertising man formerly with Blackman Advertising Inc., in New York, has joined the staff of Gerth-Knollin Adv. Agency, San Francisco, as account executive.

JACK CHAILLE, formerly of the sales division of General Mills in Minneapolis, has joined the Chicago sales staff of Furgason & Aston Inc.

H. K. CONOVER Co., Chicago, and its associate, Niles-Richman, New York, started representation of WGRC, New Albany, Ind., and CHWK, Chilliwack, B. C., in June.

WOR Supplemental Ads

SUPPLEMENTAL radio advertising is the theme of the new series of advertisements being used by WOR, Newark. Pointing out the fact that all listeners don't like the same kind of radio entertainment, the series advocates the use of more than one station in a market for complete coverage, especially emphasizing the desirability of using WOR to supplement other programs in the New York metropolitan market. "Though most of the nation's leading buyers of radio time have been using supplemental radio programs in strategic markets in addition to their network programs for many years," said Theodore C. Streibert, vice-president of WOR, "we feel that the supplemental radio idea can be more widely accepted."

Longines Autumn Spots

LONGINES-WITTNAUER WATCH Co. Inc., New York, will make extensive use of radio in a fall campaign for its clocks and watches, which will be handled by Arthur Rosenburg Co., New York. Plans for the campaign are now being discussed and will probably be settled within the month.

Livingston to Hearst

Mr. Livingston

JOHN LIVINGSTON, formerly west coast manager of Free & Peters Inc., San Francisco, has been appointed Pacific Coast representative of Hearst Radio Inc., national sales organization, and of the California Radio System, with headquarters at KEHE, Los Angeles. Livingston was Chicago sales promotion manager of Free & Peters Inc. before going to the West Coast. Prior to that he was in the New York office of the organization, then known as Free & Sleininger.

Pryor Spanks Radio

(*Continued from page 11*)

pressed a wish that a committee of station people might meet with agency representatives to determine which features require clarification. One suggestion, advanced from the floor, was that all rates be printed in exact dollars and cents, and never in terms of discounts.

In a discussion of local department store advertising, during which a principal speaker was Marvin Oreck, head of Oreck's Inc., Duluth department store, Lew Avery, WGR, advised that the National Retail Dry Goods Association has a quantity of research data on department store radio advertising, including department stores that are buyers of time. He said this information is available to broadcasters, together with a book of radio advertising compiled by that group. It was suggested that the National Retail Dry Goods Association, at its next convention to be held in New York, be urged to include a panel discussion of radio on its program.

Mr. Carpenter commented on the success of the Sales Managers' Division of the Commercial Section, and expressed a hope that a Program Directors Division might be formed to exchange program ideas that might assist especially in local sale of time.

SPONSORED by the Mercantile National Bank of Dallas, Chauncey Parsons has begun a series of broadcasts on WFAA, that city, titled *Your Singing Neighbor*.

SPOONS FOR FLOUR

McKenzie to Return in Fall, Gets Good Results

McKENZIE MILLING Co., Quincy., Mich., is so convinced that radio advertising brings results for its pancake flour that it has just signed up for an additional 13 weeks on WLS, Chicago to start Oct. 18. The agency is Rogers & Smith, Chicago. The program last autumn was an informal mixture of jokes, songs, and music played on a purposely "wheezy" organ. Commercials were very short, but both characters used the word "McKenzie" frequently in the conversation and jokes. Point was for listeners to count the number of times McKenzie was spoken in each program. Each listener, who sent in the correct count accompanied by product's box-top, received a set of six plated teaspoons.

Giveaways aggregated approximately 47,000, which was a little more than 20% of the entries received. Greatest number, 46%, of the entries came from Indiana, with the remainder pretty well scattered over WLS territory.

McKenzie pancake flour is distributed throught all grocery chains except National Tea. No other advertising medium was used.

In giving order for the new pregram, McKenzie has specified the same time as used last year—1:15 to 1:30 p. m., and is planning on using the same talent.

MOXIE Co., Roxbury, Mass., makers of the beverage Moxie, is placing advertising through Harry M. Frost Co. Inc., Boston.

New Hollywood Agency

BENTON & BOWLES Inc., has opened a Hollywood office in the Equitable Bldg., to handle production of its West Coast shows, chief of which is the *Maxwell House Show Boat* which will be moved to Hollywood with the broadcast of July 8. Herschel V. Williams, Jr., will have charge of producing the agency's Hollywood programs, while Chester V. MacCracken, formerly business manager of the New York radio department, will look after contracts with talent and other business in connection with the new Coast office. Burns Lee, of the New York publicity staff, has been transferred to Hollywood in charge of publicity.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

G. A. RICHARDS
President

The Station
of
the Stars

LEO B. TYSON
Vice-Pres. & Gen. Mgr.

New Policies • New Equipment • New Features

LEO FITZPATRICK
Vice-Pres.

KMPC
Beverly Hills, Calif.

JOHN PATT
Vice-Pres.

BE HERE FOR THE PAY-OFF!
Share in the $15,000,000 that will be spent by 400,000 Summer visitors in the Pikes Peak Region
KVOR
COLORADO SPRINGS
Affiliated with the Colorado Springs Gazette and Telegraph • Under Affiliated Management with WKY Oklahoma City. KLZ Denver and the Oklahoma Publishing Co. • Represented by E. Katz Special Adv. Agency.

Murray Hill 8-9933

AMERICA'S most publicized telephone number is Murray Hill 8-9933, according to the statistical staff of Major Bowes, who say that listeners to the Major's *Amateur Hour* have heard it mentioned 18 billion times. Here's how they arrive at that figure: The average number of listeners to the program each week (25,000,000) multiplied by the number of times (6) he gives the number on each broadcast equals the number of times the number is heard each week (150,000,000). This total multiplied by the number of broadcasts to date (120) equals 18,000,000,000 and that, say the statisticians, makes Murray Hill 8-9933 the best known phone number in the country.

Processing News for the Radio Waves

Comment-Free Service, Straight Reporting Are Advised

By H. R. GROSS
News Editor
WHO, Des Moines

NEWS, once left to a recently graduated office boy, now gets serious attention from station staff, sponsor, agency and listener. The art of broadcasting news has developed rapidly in the last three years. H. R. Gross, news editor of WHO, Des Moines, told journalism students at the University of Missouri recently how that station handles news. Mr. Gross was the first radio newsman ever to be invited to speak before the annual Missouri journalism gatherings. After a roving newspaper life he joined United Press and was head of the Des Moines bureau before he landed at WHO. Here is the portion of his address dealing with radio news.

WE try at WHO to balance our news broadcasts with international, national, state anl local news, always striving to bring in all the elements of stories concerning education, religion and of course the human interest stories of everyday life. But above all else we try to apply the yardstick of providing the news that is of the greatest interest to the greatest number of people.

There are two fixed rules in our news room: That every story be complete in its essential details, yet stripped of all padding and window dressing, and that all editorial comment be eliminated.

In striving for brevity that does not mean that any story be held to a maximum wordage or time. On such news events as the abdication of King Edward, the Ohio Valley floods or the New London, Texas, school explosion we will devote five minutes or more of a 15-minute broadcast if the essential details of a completely rounded-out story require that time. We would be compelled, of course, in a five-minute broadcast to chop away some of the details, but we believe the public is simply being kidded and will not long listen to incomplete news items when complete stories are available. It is a good rule never to underestimate the intelligence of the public.

In the matter of editorial comment, permit me to say that I have some very definite ideas on this subject.

I cannot believe that radio news commentators have any more license to pour out upon the public their editorial opinions than have the newspapers which use their news columns for the same purpose.

Without for one moment attempting to take away any of the prestige of the several able news commentators, I insist that where they do indulge in offering their opinions, under the guise of news broadcasts, they are mislabeling their programs. There is a vast difference between the commentator who writes and presents a well-written, smooth story, with unbiased, unprejudiced background, and the commentator who labels his broadcast as news and throws a verbal barrage of opinion at some individual or group.

The business of commenting on the news has two drawbacks as compared with straight news reporting. First, regardless of how hard the commentator tries he is very likely to get on one side of the fence or the other in his attempts to interpret the news.

In the second place, commenting on the news comes under the general heading of feature story writing and you all know that a straight news story can be written, 99 out of 100 times, in far less words than a feature story. And never lose sight of the fact that words on the air mean time and with commercial schedules as they are, the radio news man who is sincerely attempting to keep up with the volume from a press wire, with only a limited amount of time in which to present his material, is going to cut most of the embroidery. Well written, colorful, and ably presented news stories are entertaining.

Of that there is no doubt, but it does not take a mathematician to prove that general news coverage suffers when long stories in a 15-minute broadcast are the rule rather than the exception. As far as the news is concerned I can say that we at WHO will attempt to provide the public with the greatest number of complete, straight news stories, and I believe I am safe in saying that when and if we establish editorial policies, such policies will be set aside in special broadcast periods and announced as such.

No Wasted Words

I believe the proof that straight news reporting is the best radio policy is borne out by the fact that for the past winter alone seven of our eight news broadcasts were sponsored straight across the boards six days each week, with one on a seven-day basis. That was 75 minutes of sponsored news each day and our advertising rates to the sponsors are not the lowest in the country.

I might add here that there is no place in our news broadcasts for chatty, conversational stuff. We have had stories with leads: "This really happened," and "Here is a joke that everyone ought to appreciate" to say nothing of dozens of other similarly foolish usages such as the describing of the marchers in an American legion parade, with their "chins out and tummies in."

Tell the story and let the public decide whether it really happened and whether it is a joke they can appreciate. There is no place in radio news for plain prattle. We try to close all our broadcasts with a little humorous incident, productive of a smile or a chuckle on the part of the listening public, but we try to make sure that the laugh is not on us.

And remember, the kick in a feature story on the air is in the last

RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.

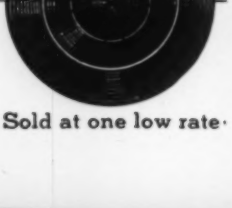
WEED & COMPANY

Major R. E. Zultz *tells how—*

To Fish for sales in the Carolinas *—and get 'em*

When you want to land sales, use a good product for bait and drop your line in the rich cotton-tobacco territory covered by the Carolina Combination. It's swarming with sales, ready to be landed.

The CAROLINA COMBINATION



WIS — COLUMBIA, S. C. — 5000 WATTS, NBC
WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production— that extra something that's good radio

WASHINGTON, D. C.
has an Annual Payroll of
$360.000.000
Reach it with
WOL
Washington, D. C.

sentence, the last few words. You're telling a story.

Here are a few of the many things that make the preparation of radio news copy different from newspaper copy—not fundamentally different, but still different. Quotation marks mean nothing, unless it is to emphasize to the man presenting the news that he change pace or voice inflexion.

Figures—cut them to the irreducible minimum. Your audience will leave you on a long list of figures and they burn up time. We're working with millions and billions now so use words instead of digits.

The word "here," in locating a story seldom means anything. The listener is in Fargo, N. D.; the broadcasting station is in Des Moines and "here" may be used in a story from Philadelphia. Just where is here?

Without the Gore

Crime and sex news will, I trust, never be banned on WHO. But we are cutting out some of the gory details. Remember this, children listen to the radio and understand what is being said long before they are able to read.

It has also been charged that advertisers and sponsors control the news broadcasts. There is not the essence of truth to any such allegation so far as WHO is concerned.

I should like to add a word or two on the subject of radio advertising, viciously attacked by some editors.

Nothing is more asinine to me than the recent series of published advertisements showing the male of the species at a bridge party, hauling away at his trousers in the general region of his knees, the moral being that if this male were the proper kind of person he would immediately buy one or a half-dozen of so-and-so's new form-fitting suits of underwear.

The answer seems to be that no one has a sinecure or virtue in advertising and it's about as easy to turn the page as it is to turn the dial on a radio set.

Sues CFRB For $1,000

ASTROLOGER Carl M. Lewis began suit for $1,000 on June 7 at Toronto, against Rogers Radio Broadcasting Co. Ltd., operators of CFRB, for alleged breach of contract before Judge Denton. Astrologer Lewis claims that in the autumn of 1936 he was engaged under sponsorship of Kennedy Mfg. Co. of Montreal to give a series of 13 weekly talks on astrology under the name of Astrolite. After the first three talks CFRB officials, he told the court, would not let him go on the air. No explanation was given. CFRB holds that Lewis was not in their employ, but that of the sponsor, and that CFRB had no contract with Lewis.

THE International Radio Club will hold its eighth annual party in Havana, Dec. 8-12, it was announced June 21 by Jack Rice, president. The group will be limited to 100.

NEWS
is your best bet
TRANSRADIO

TRANSCRIPTIONS

TO AVOID confusion in the trade, Universal Radio Corp., transcription concern, has changed it name to Atlas Radio Corp. Main offices are at 1540 Broadway, New York, with studios at 930 Western Ave., Hollywood. First franchise for the distribution of Atlas recordings has been granted to Criterion Radio Productions Inc., for New York State and Northern New Jersey. Criterion also is located at 1540 Broadway.

STANDARD RADIO Inc., Hollywood, is supplementing its regular library service with a new series of popular musical transcriptions to be offered regular subscribers. New series, which went into production at RCA-Victor Recording Studios, Hollywood, during last month, will be released in mid-July. Standard Radio Inc., has just cut a series of 16 concert selections featuring Frederick Stark and his orchestra.

TO INSURE the best reproduction of every transcription, NBC is supplying each *Thesaurus* subscriber with a stroboscope disc for use in checking turntable speed, so that the operators may keep their reproduction equipment at the right speed at all times.

EDWIN G. FOREMAN Jr., head of the Chicago office of RCA Mfg. Co., Victor recording division, left for a summer vacation in England June 27.

NBC Transcription Service has introduced a complete operating manual for transcription libraries which is available free, along with a new *Portfolio of Recorded Programs.*

RENEWALS for NBC *Thesaurus* service have been made by stations WMBH, Joplin, Mo., WBRY, Waterbury, Conn., WSB, Atlanta, WBCM, Bay City, Mich., WALA, Mobile, Ala., and CKSO, Sudbury, Ont., Canada.

EDGAR RICE BURROUGHS Inc., Tarzana, Cal., has appointed Robert Collier & Associates, Los Angeles agency, exclusive sales representatives of the new *Tarzan* radio serial, according to C. R. Rothmund, secretary, who stated that several major sponsors are negotiating for the series. Robert P. Thompson, author, will prepare the new Tarzan radio script, with J. Donald Wilson directing the cast of Hollywood radio and film actors, under the personal supervision of Mr. Burroughs.

HAL BERGER, Los Angeles author of *The In-Laws*, quarter-hour dramatic serial sponsored by Purex Corp. Ltd., on 10 Mutual-Don Lee stations, has sold 1932 and 1933 scripts to a French concern, to be translated into French, recorded and released on stations in La Havre, Bordeaux and Paris.

Hello!
Bert Cavanaugh
Roche, Williams & Cunnyngham, Inc.
The rich Peoria trading area is covered by ONE station—WMBD. We're proud of our position and of the fine community service we are able to offer. As proof of THAT service, WMBD's advertisers have doubled—and yes—trebled their budgets. Further proof? We believe our station carries more national and local advertising than any other station its size in a market its size.
Advertisers seeking the "maximum at a minimum" choose the Central Illinois market—and WMBD.
MEMBER OF CBS
WMBD
PEORIA, ILLINOIS

Radio Workshop Holds Institute in Dallas

TO SELL radio education to the Parent-Teacher organizations and teachers throughout Texas, the Radio Workshop, in session at Southern Methodist University, Dallas, and taught by Ben. H. Darrow, founder and director of the Ohio School of the Air, will hold an all-day Radio Institute on July 7 at McFarlin Auditorium, campus of S.M.U.

The principal address of the occasion—"What Radio Means to Education"—will be delivered by Mr. Darrow. Dr. George O. Clough, director of extension at Southern Methodist University, will make the welcoming address to members of the institute, and introduce the principal speaker. Members of the Radio Workshop will discuss radio education in America and abroad, and present a dramatic skit before the microphone.

Approximately thirty students started in the Radio Workshop early in June, and will continue until July 15. Classes in script writing, radio acting, radio production, and the class-room use of radio are being taught.

Mr. Darrow will conduct his Radio Workshop at the University of Texas, Austin, the last six weeks of summer school. He joins WBEN, Buffalo, in September as educational director, quitting his post at Ohio State University.

WJAR, Providence, R. I. on June 15 was authorized by the FCC Broadcast Division to increase its day power from 1,000 to 5,000 watts on the 890 kc. channel with unlimited time.

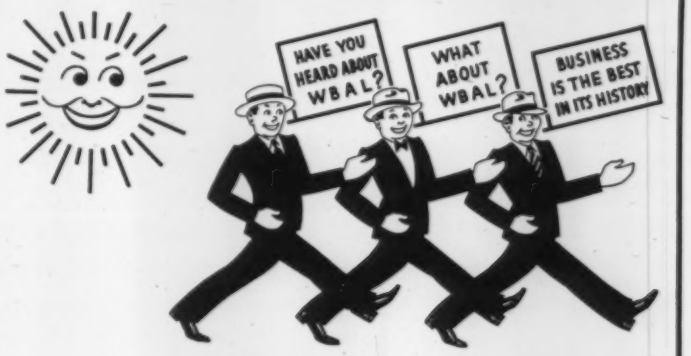
NOT FOR ALL THE TEA IN CHINA . . .

Not for a billion trillion pounds of tea would we tell you that WAVE "covers" China. Everything considered, we think we're doing pretty well to get 45% *of the available audience* in the Louisville trading area—especially when you remember that the people of this area do about one third of Kentucky's entire retail business, and that we deliver 'em to you at a mere fraction of the cost of any other possible medium. . .

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



——And Its True!!

Summer business on WBAL will be the best in its history.

There are still a few choice spots and program periods open.

If you contemplate reaching the enormous Baltimore and Maryland markets this summer, contact WBAL at once!

WBAL

Maryland's Only Clear Channel High Power Station
"Serving the Public Interest"
NBC Basic Blue Network
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Where to Fish

FRESH and salt water fishing news is given during *Outdoor Reporter*, a Thursday night series on KFOX, Long Beach, Cal., sponsored by Western Auto Supply Co., that city. All of the fishing resorts wire the dope to KFOX, but no attempt is made to push resort advertising. If fishing isn't good at the best resort, listeners are told just that. Slant: Good-will among fishermen.

* * *

Keep Cool

KEEPING cool is a serious problem and Sylvia Press of WINS, New York, recently interviewed Harold J. Reilly, well-known Eastern physiotherapist, who told the listeners how to reduce nervous fatigue during the heat wave.

RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N. C. an NBC Affiliate

Ice Cream for Answers

NEW version of quiz program on WMT, Cedar Rapids, Ia., called *Radio Riddles* allows listeners three minutes to phone the correct answer to the station and the correct answer to each question wins a quart of ice cream. Benne Alter announces the show and Frank Voelker furnishes the background music.

* * *

Your Favorite Passage

CASHING in on the interest in Shakespeare aroused by the highly publicized series on NBC and CBS, WNEW, New York, has inaugurated a Saturday night series on which any one who wishes can declaim his favorite Shakespearean passage, with or without background music.

* * *

Towns Full of Talent

USING showmanship in its bid for business and audience, KYOS, Merced, Cal., on June 11 inaugurated a 13 weeks Friday afternoon one hour *Search for Talent*. Sponsors were obtained in 12 different towns, Atwater, Merced, Maders, Chowchilla, Livingston, Snelling, Mariposa, Dos Palos, Los Banos, Gustine, Newman and Turlock, with an entrant each week from each of these communities. Grand prizes will be awarded winners who are selected by mail vote.

* * *

Ready Made Audience

WOMEN'S clubs throughout the state of Washington recently formed "Listening Groups" for the specific purpose of tuning in on educational addresses given on KWSC, Pullman. Purpose: To arouse women's interest and insure an audience.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

WDBJ CLIENTS GET VALUABLE *Publicity* AND *Merchandising* ASSISTANCE

WDBJ is owned and operated by the Times-World Corporation, publishers of the only local morning and evening newspapers. This affiliation assures WDBJ advertisers liberal newspaper publicity. WDBJ also gives complete and thorough merchandising service to its clients . . . from the writing of letters to dealers, to personal contacts among leading local dealers.

Representatives
CHICAGO Sears & Ayer
NEW YORK Craig & Hollingbery

WDBJ in the heart of a great TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

PURELY PROGRAMS

Into the Lions' Den

TRAFFIC was stopped in Olean, N. Y., the other day when WHDL's men-in-the-street, Russ Brinkley and Freddy Meyer, interviewed clowns and animal trainers from a visiting circus, topping off the broadcast by going inside the lions' cage for a close-up roar. What with the blanks that the trainers shot off, the snarls of the beasts and the noise of announcers' knees knocking together, it was one of the loudest programs on record. But it built a lot of good will.

* * *

Tourists Like It

WHEN tourists register at the Chamber of Commerce in Duluth, Minn., up jumps Jimmy Payton, announcer of WEBC, to interview them and give them travel information. The series is sponsored by the Chamber of Commerce and attracts a lot of visitors.

* * *

Authors and Actors

PLAYWRITING contest for amateur authors is given in conjunction with the weekly performances of the WHBF Players on WHBF, Rock Island, Ill. Roy A. Maypole, the station's dramatic director, auditions the amateur actors and the plays written by the contest winners will be enacted during the coming winter. Slant: Gets a lot of local people interested in radio.

* * *

The Personal Touch

STATION staff members are interviewed by Carolyn Ann Cross, director of the *Homemakers' Club* on WIP, Philadelphia, in an early morning series during which she asks them how they got into radio and what they think of it. Purpose. Listeners want to be friends and friends buy things.

* * *

Hot is Cold

ON THE theory that if Mexicans keep cool by eating hot spices Americans can do likewise by listening to hot music, WHN, New York, has started a weekly *Darktown Strutters' Jamboree*, with an all-Colored cast starring Bob Howard, sizzling pianist, and the Harlem Heat Waves.

WBNS COLUMBUS, OHIO

best for test!

As of May 15, 1937, 24 National Spot Advertisers Now Using WBNS, Columbus, O.

ONLY CENTRAL OHIO CBS OUTLET

Reps. John Blair and Co.

School Contact

KSTP, St. Paul, is elaborating its *Job Wanted* series and designing it as a listening-in- course for children of Minneapolis and St. Paul. The new series, now in the making for the opening of the fall season of the schools, will be completely prepared and in outline form for presentation to the departments of education of Minneapolis and St. Paul late this summer when curricula for the coming year are mapped out. The programs, aired in the nature of round-table discussions between school children and professional and educational leaders (one each broadcast), already has won a wide response from educators of the Twin Cities. The programs, handled by Thomas D. Rishworth, the station's educational director, were one broadcast old when the National Youth Administration for Minnesota volunteered to participate and aid in the future preparation of the programs. NYA, in addition to helping in lining up professional leaders for the casts, has blanketed the state with publicity on the series, the first story bringing the station front-page publicity in more than 100 papers of the state.

* * *

Things to Know About

WWJ, Detroit, has started *Did You Know*, sponsored by Industrial Morris Plan Bank, on which E. A. McFaul, member of the Detroit U speech department, relates unusual facts about the city of Detroit. Mr. McFaul probes the inner workings of the city's industrial, municipal and business life to uncover surprising facts not known to the average citizen.

Related to this program is the *Gristmill of Knowledge* series consisting of unusual questions and their answers, submitted by listeners. A pair of tickets to a ball game is given for the most interesting question. Victor Linfoot asks questions and Bob Stanton turns the gristmill to produce answers. Kennedy's Clothes is sponsor of the twice-weekly series, which will go five-weekly in the autumn.

* * *

Salutes to Merchants

SALUTES to retail merchants and distributors of Utah are being given on KDYL, Salt Lake City, in a half-hour series titled *The March of Progress*. Although no product nor dealer's name will be mentioned in the broadcasts, window posters are provided each week to dealers who receive the radio salute.

* * *

In the Parlor

A NEW PROGRAM tentatively titled *Let's Play Games* is being planned by WOR, Newark, to adapt such familiar parlor games as *Coffee-Pot*, *Guggenheim*, and *Ghost* for radio presentation.

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES • SEATTLE • SAN FRANCISCO

Angler Immersed

WCOA, Pensacola, Fla., broadcasting annual fishing rodeo, with local fishing tackle stores as sponsors. This is one catch—deep sea fishing in the Gulf of Mexico. During the broadcast, two men fell overboard and were interviewed over the air while in the water. Al Metcalf handled the broadcast.

Scene Behind the Scene

REHEARSAL of a summer stock company was broadcast on WNEW, New York, June 23 in a special events program called *Actor Wants a Job* during which the glamour, heartbreaks and excitement of theatrical rehearsing aroused a great deal of listener comment.

* * *

Culture for Children

THE *Philadelphia Cultural Olympics* are being broadcast on WFIL after a year of auditioning more than 35,000 children to choose outstanding juvenile talent in art and music. Sponsored by Geo. H. Johnson, prominent local merchant and conducted in cooperation with the Pennsylvania U School of Education the series was designed to give artistically inclined children competitive opportunities.

* * *

Shorthand Contest

AWARDS to winners of the Annual Radio Shorthand Contest conducted recently over the New York Broadcasting System were made by Nathaniel Altholz, director of commercial education for the New York Board of Education and consisted of gold and silver medals. Winning contestants came from various parts of New York, New Jersey, Connecticut and Massachusetts.

* * *

Learning to Talk

SPEECH clinic, featuring Norman Saxe, authority on speech control, was begun June 28 on WINS, New York, designed primarily for those suffering from speech impediments but including all who want clarity of expression. Mondays will be devoted to mothers and children, Wednesdays to adolescents and Fridays to adults. It is Mr. Saxe's belief that such defects as stammering and stuttering are due to fear, frustration and other personality faults.

* * *

The First Russian

NEW YORK'S first and only Russian program is being broadcast for a half-hour on Saturdays on WBNX, New York. Program, titled *Russian Nights*, features the music of the Moscow Art Orchestra under the direction of Arno Arriga with Peter Stogoff as commentator. Stogoff will also interpret current events for the Russian-speaking audience.

Movie Tie-In

A NEW PROGRAM aimed at the movie-going public has been started as a half-hour Sunday morning feature on WINS, New York. Titled *The Question Box*, the program consists of movie gossip plus a series of questions. Listeners sending in correct answers are given "a day in New York", including a sightseeing trip of the city, dinner at the Paradise Restaurant, and two movies, at the Roxy and the Paramount. Series is sponsored by Towne Publications Inc., publishers of the programs of the Roxy and Paramount theatres, and answer blanks may be obtained from neighborhood stores advertising in the programs.

* * *

What Makes Music

TO EXPLAIN the origin of modern music, its present status and future possibilities is the purpose of *Wither Music?*, a new Saturday evening series on NBC, presented by John Tasker Howard, composer and author, with the NBC concert orchestra illustrating his observations.

* * *

Speaking of Thinking

WHY you think like you do and don't think like you don't is discussed by Dr. Henry Peters of Missouri U on KFRU, Columbia, Mo., in a series of five-minute talks under auspices of the State Assn. for Mental Hygiene. The talks are nontechnical and are designed to explain habits we all have and don't know what to do about.

* * *

The Winner!

THE *Children's Opportunity* program on WTNJ, Trenton, N. J., sponsored by Fisher Baking Co., Newark, Sundays for 13 weeks, ended up with a grand total of 811,490 votes representing 81,149 pieces of merchandise. The $50 first prize winner received 89,690 votes representing 8,969 wrappers and labels. Kids love contests.

* * *

The Old Way

OLD FASHIONED auction sale of automobiles moved 102 cars in two broadcasts on KDYL, Salt Lake City recently for Fred A. Carleson Co., local Ford dealer. Two old-time auctioneers averaged 300 words a minute and literally called all cars.

Come On In

SWIMMING instructions are broadcast by Ralph Nelson, special events commentator of KCKN, Kansas City, Kans., three times weekly from the edge of the local Y.M.C.A. pool. Slant: Adapt your programs to the season.

* * *

Students Perform

STUDENTS from the Northwestern University class in radio broadcasting are writing and enacting a new show, *Collegiate Episodes*, recently begun on WIND, Gary, Ind. The story, which centers about a typical midwestern college campus, is authored by Patricia Crusinberry, daughter of Jane and Jim Crusinberry, NBC-Chicago writer and sports editor at WBBM, respectively.

* * *

How a City Is Run

WJJD, Chicago, recently began a series of nightly broadcasts dealing with Chicago's city government. During the course of the series entitled *Your City Government*, departmental heads of important divisions of the municipality tell of the work being done by Chicago's government. On Saturdays one of the city's leading social, business or civic leaders discusses some civic topics of current interest. The Saturday broadcasts are under the auspices of the City Club of Chicago.

* * *

Play's The Thing

PLAYS of Ibsen are being given on WQXR, New York, by actors from the WPA Federal Theatre in a series that began with *The Master Builder* June 29, 9-10 p. m. Slant: There is a revival of interest in radio versions of classical drama.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
COMPLETE, INTENSIFIED
Coverage of More Than
A MILLION PEOPLE
within a 30-mile radius.
PEOPLE WHO LISTEN
to WDRC
BECAUSE THEY ENJOY IT!
Basic Network Station of the Columbia Broadcasting System

SHOWMANSHIP? NAW! Just Being A Good Fellow!

When the health department has a message . . .

When a car is stolen . . .

When the National Guard is to be hurriedly mobilized . . .

When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

WBIG IS CALLED . . .

And that's why we are known as

"THE FAVORITE STATION IN THE FAVORED REGION."

WBIG
IN GREENSBORO, N. C.
Edney Ridge, *Director*
Craig and Hollingbery
Representatives

1,267,519 RADIO FAMILIES

The erection of the new Vertical Radiator increases the number of Radio Homes in the WHAS Proven Primary Listening Area from 582,451 to 904,999. More than $1,220,-899,333 is spent in this market in retail trade. The sale of your product in this area can be substantially increased by using this powerful medium.

WHAS
Represented Nationally by EDWARD PETRY & Co.
Operated by The Louisville Times Company
Publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES
A detailed study of the WHAS market is available on request

STUDIO NOTES

CELEBRATING the completion of five years on the air *Today's Children* presented a special script on June 18, with five women who heard the serial's first broadcast taking part in the anniversary show. Program, written by Irna Phillips and broadcast Monday through Friday on NBC-Red at 10:45 a.m., has been sponsored for the past year by the Pillsbury Flour Mills Co., Minneapolis, whose advertising is handled by Hutchinson Adv. Co., Minneapolis.

WBAP, Fort Worth, carries a total of 50 remote broadcasts each week according to an announcement by J. E. Bridges, WBAP operator in charge of remotes and R. C. Stinson, technical supervisor.

DON'T forget

THIS SUMMER WTAQ LISTENING AUDIENCE WILL INCLUDE PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at our resorts. Write or wire for details.
JAMES A. WAGNER
Manager-Director

FULL TIME CBS STATION

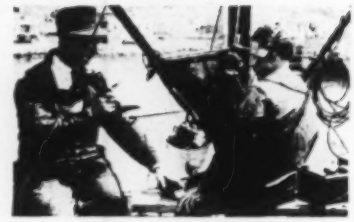
WTAQ
GREEN BAY • WISCONSIN

FORMAL dedication ceremonies were conducted at the new $40,000 studio of KGNC, Amarillo, Tex., June 11, with a salute at 8 a.m. In the evening a special 30-minute program featuring all-live talent presented a full picture of the station's artists. Wes Izzard, production manager, was master of ceremonies. Many new developments in studio equipment have been incorporated, including slanting glass of the window-walls to throw the sound up, rubber drops that automatically close the doors, indirect lighting, and a "studio on the air" signal system synchronized with the microphones.

SALESMEN at WMCA, New York, have been equipped with pocket-size, spiral bound booklets containing descriptions of the station's available features, together with times, prices, merchandising suggestions and all pertinent information which a salesman would need to have when talking to a prospective client. Some 30 sponsorable features are listed in the booklet, which also includes a list of talent.

JOHN MURRAY is producer of the weekly quarter-hour dramatic serial *Cassendra* sponsored by Sylmar Packing Co., on 6 CBS Pacific Coast stations from KNX, Hollywood. He is also writer-producer of *Curtain Calls*, weekly KFWB, Hollywood, dramatic show.

A QUARTER-HOUR program of cultural discussion titled *News of Inter-American Cultural Activities* has been added to the schedule of NBC's short-wave broadcasts to Latin America, bringing the total time of these features to seven hours and 45 minutes weekly, consisting of an hour daily, with an extra half-hour on Sundays and an extra quarter-hour on Wednesdays. The new feature will be presented in Spanish by Charles Caravajal, director of NBC's South American program department, and broadcast on the network's short-wave station, W3XAL, Bound Brook, N. J.



WPG, ATLANTIC CITY—Used its own towers as one of the observation points for describing the Auerbach trophy race around Absecon Island on Memorial Day, the boats racing directly by WPG's transmitter. Photograph shows Chief Engineer Earle Godfrey and Announcer George Foster.

Call to the Colors

MISTAKE in a want-ad placed by H. R. (Hal) Makelim, general manager of KXBY, Kansas City, caused him considerable trouble the other day when he wanted five college boys to learn radio during their summer vacations and the paper ran it "Wanted, five colored boys to learn radio." Next morning 150 negro boys hovered around Mr. Makelim's door and KXBY finally had to broadcast a correction.

DR. GEORGE W. YOUNG, owner and general manager of WDGY, Minneapolis, announces the opening June 15 of branch offices and studios at 34 E. 6th St., St. Paul, including two studios, audition rooms and sales offices. Gordon MacDowell has been appointed manager of the new St. Paul division.

THE third and fourth of WBBM's ten studios were completed June 22. The studios which are on the first floor of the Wrigley building, are already carrying their share of major CBS dramatic and musical productions.

A NEW organ for WFIL, Philadelphia, is being designed by Dr. Charles Courboin, organist at WOR, Newark, who has designed more than 150 organs, including the six-manual, 30,000-pipe instrument in Wanamaker Grand Court, Philadelphia, said to be the world's largest.

BECAUSE of crowded conditions at the NBC Hollywood studios, Benton & Bowles Inc., will produce the Red network new *Maxwell Show Boat* program, starting July 8, at KFWB, that city, using the station's large studio-theatre.

AFTER an absence of more than two years *Memory Lane*, Hoosier serial written by the late H. C. Connette will return to the air on the NBC-Blue network on the Pacific Coast on July 5. It will be revived as a thrice-weekly quarter-hour daytime serial, originating in the San Francisco studios. Ted Maxwell of NBC production staff, is rewriting the old half-hour scripts down to 15 minutes and also will play one of the principals in the cast. *Memory Lane* before going off the air, was broadcast continuously for seven years.

KFBI, Abilene, Kan., is remodeling its Salina studios, doubling space. The Salina staff now includes L. V. Butcher, manager; Paul Aurandt, Ralph Lewis, Frank McIntyre, Larry Sexsmith, Warren Burkholder, Jack Shumard and Feren Butcher.

WIP, Philadelphia, held the seventh annual picnic of its *Homemakers' Club* June 22 for more than 6,000 club members and their families. Carolyn Ann Cross is the director of WIP's *Homemakers' Club*.

WSPA, Spartanburg, S. C., will move into its uptown studios July 15 which include six studios on the second floor and a ground floor auditorium studio with a seating capacity of 800.

FIRST SERIES of programs to be broadcast from Japan will be brought to American audiences early in August when NBC covers the Seventh World Conference of the World Federation of Education Associations, to be held in Tokyo, Japan, August 2-7. Harry A. Carpenter, member of the board of education of Rochester, N. Y., will handle the NBC broadcasts from the conference.

KCKN, Kansas City, together with *The Kansas City Kansan*, with which it is affiliated, will be the center units of attraction in a moving picture to be filmed by General Film Corp., and include "takes" direct from the KCKN studios and offices. Title of the film is *Sob Sister*, built around a newspaper theme, and in all probability leads will be taken from the radio and newspaper staffs. Karl Willis, KCKN program director may be selected for the masculine lead. Kansans are being urged to report for screen tests, for the film will be cast entirely of local talent, and will incorporate scenes from local industries, commercial establishments and various scenic and historic points of interest. The movie is being sponsored by the Fox Kansas Theatres Co.

WFIL, Philadelphia, received requests for 6,000 tickets to its *Woman's Club* annual picnic held June 30. Martha Laine conducts the WFIL *Woman's Club*.

KYA, San Francisco, donated 3 quarter-hour spots and 3 full hours of sportscasting when the local Shut-in Assn. recently staged a benefit baseball game and pageant. NBC, that city, and other nearby stations also donated special build-up spots.

ANNOUNCERS and artists of WPTF, Raleigh, N. C., are using the newly-installed recording apparatus to improve their radio efforts by studying playbacks.

JEAN DICKENSON and other NBC artists are being used as models for fashion pictures in *Screenland Fashions*, booklet distributed by department stores throughout the country.

ARLINGTON PARK (Chicago) races during July will be broadcast on an MBS hookup each Saturday during the month and on July 5. Lincoln Plaut, chart maker of the *Daily Racing Form*, will man the microphone.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

KDYL
The Popular Station
NBC
SALT LAKE CITY, UTAH

Screen Extension Aiding Television

Film Research Council Scans Progress of Visual Art

MOST hopeful indication of progress in television in the United States during the past year is the development being made in enlarging the television screen area, according to the annual report of the scientific committee of the Research Council of the Academy of Motion Picture Arts & Sciences. Report is titled *Television From the Standpoint of the Motion Picture Producing Industry.*

The committee goes on record as hoping no attempt will be made to commercialize home television in the United States until a picture equivalent in definition to the best home-movie projection, and not smaller than 24 x 18 inches, can be furnished with routine reliability [BROADCASTING, June 1]. It cites recent demonstrations with electronic projection devices affording images 8 x 10 feet as indicative of the acceleration in the perfection of practical television.

The report belittles practical progress in Great Britain, concluding that the picture is small, the cost high and the show poor and with meager patronage. It found that there were 1000 television receivers all within a radius of 60 miles of the British Broadcasting Co. transmitter, and held the cost of $297 to $396 was prohibitive. Results in Germany, according to the committee's survey, have been unimpressive, though there is marked television activity. Russia is purchasing television equipment in the United States, and France has made little progress.

Both in the United States and abroad, systematic engineering progress is being made in the development of high-definition television until it now has reached a point where it warrants careful observation and analysis, according to the report. The time is not far off when those engaged in motion picture production, and others whose interests are likely to be affected by the evolution of this new field, will do well to acquire as much familiarity as possible with its characteristics and methods, the report advises.

Indiana Radio Course

INDIANA State Teachers College, Terre Haute, cooperating with WBOW in that city, has announced a practical course in education by radio under Dr. Clarence Morgan, radio director. The course deals with program preparation and production and is non-technical in character. Practical broadcasting will be done over WBOW.

THAT 1937 will not see commercial television, and that the Philco factories are geared to turn out 2,000,000 home and auto radios this year, was announced to Philco dealer conventions held in June at White Sulphur Springs, W. Va. and Del Monte, Cal.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS, Inc.

National Representatives

As Others Hear Them

COMMUNITY singers who participate in the weekly series on CJCA, Edmonton, Alta., hear themselves as others hear them. During each program one of the songs is recorded and played back to the audience. Recordings are made at both 78 and 33⅓ r. p. m., with the better fed back to the theatre where the program is staged.

Television Today

(*Continued from page 25*)

television, involving both scientific pioneering and the creation of a new art in entertainment, our critics will not be interested in "alibis," or in the difficulties entailed in fitting program technique to scientific and economic realities.

In one short year we have made notable progress in television programming, and this, despite the fact that we have had to overcome some problems which Hollywood has never had to face. Consider that, in movieland, the "sets" are painstakingly constructed—often at great expense — following which cameras are moved into position and "angles" are studied before a "take" is made. Rehearsals are followed by hour after hour and day after day of actual photography.

It is obvious that television program technique must be capable of much greater economy and speed of production, and we shall have no cutting room in which to excise our mistakes. The television camera is the eye of the actual audience itself.

You may remember that a year ago—on June 29, 1936, to be precise—RCA gave its first demonstration of high-definition television to a group of press representatives. You may recall, also, that one of the features of the program presented at that time was Henry Hull, in an excerpt from "Tobacco Road". At that state of television programming the artist was obliged to "do his stuff" with very few emotions and against a very simple background.

In contrast, I can think of no more effective summary of one year of experimental television in America than the demonstration recently given to delegates to the convention of the Institute of Radio Engineers [BROADCASTING June 1]. Television "eyes" switched with apparent ease between ballroom scenes, peopled by many actors, outdoor views, close-ups and long-shots, in instantaneous sequence. I consider that that contrast in itself represents a year of large progress.

We are alert to our opportunities, and I am pleased at the brightness of our prospects. America continues to set the pace technically, and I am confident that we shall be second to none in television programming. In both aspects of television, it is to the public's advantage that we remain free a while longer to devote full time to experiment and development, without the handicaps that might be imposed by an attempt to render a premature and therefore inadequate public service.

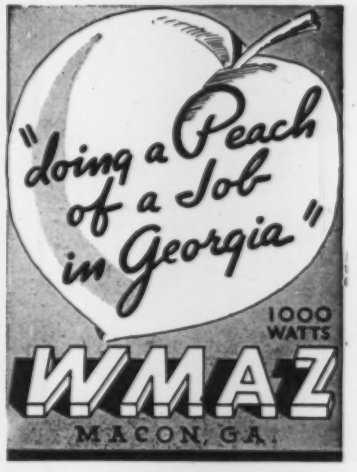
WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Dixie's Brightest Spot for Summer Business

. . . is the resort area blanketed solely by WWNC—Asheville and mountain Carolina. Tourists and vacationers double the population . . . double the business.



"RUSH THREE MORE TRACTORS TO FIELD 7, SI!"

The Red River Valley is one of the most fertile areas in the world, and it's farmed on a scale that makes our agriculture big business.

Fargo, at the center of this literal land of plenty, supplies most of its needs. Thus WDAY gives you a prosperous urban market as well as a rich and stable farm market. We know of no other such favorable set-up in America.

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

When you check your ni
you'll find it
GENERAL MILLS, INC.
MINNEAPOLIS, MINNESOTA
March 17, 1937
VOUCHER NUMBER 22690
CHECK NUMBER 4767
$3.00
PAY Three and NO/100 DOLLARS
Broadcasting Magazine
National Press Bldg.
Washington, D. C.
No. 2167
NEW YORK, April 15 1937
BULOVA WATCH COMPANY
Broadcasting Maga
Kellogg's
BATTLE CREEK, MICHIGAN
No. B3290
DATE
CHECK VOUCHER
PAY TO THE
MAR 19 37
3290
7525
BROADCASTING
Kellogg's $3 and
VOUCHER CHECK
Horlick's Malted Milk Corporation
RACINE, WIS.
Check No. C 1090
onal Bank of Chicago 2-1
March 5, 1937.
6650
The Pinex Co.
123 W. COLUMBIA STREET
FORT WAYNE, IND.
PAY TO THE ORDER OF Broadcasting.
RALSTON PURINA COMPANY
ST. LOUIS, MO.
SPERRY FLOUR COMPANY
1789
March 25
SAN FRANCISCO, CALIF.
PAY THREE AND 00/100
TO THE ORDER OF BROADCASTING
PHILLIPS PETROLEUM COMPANY
No. 692058
BARTLESVILLE, OKLA.
FEB 27 19
$3 and cts
$ 3.00
VOUCHER CHECK NO. 32088
PHILLIPS PETROLEUM COMPANY
SAN FRANCISCO. 3-23-37
TIDE WATER ASSOCIATED OIL COMPANY
ASSOCIATED
DIVISION
CYCOL
PAY TO THE ORDER OF
No. 19714
WILKES-BARRE, PA.
APR 14 1937
$3.00
PENN TOBACCO COMPANY
International Cellucotton Products Co.
NUMBER A13081
Chicago
TO THE FIRST NATIONAL BANK
PAY
TO THE ORDER OF
ALTORFER BROS. COMPANY
No. 8688
PEORIA, ILLINOIS
To Continental Illinois National Bank and Trust Company of Chicago
Chicago, Illinois
March 10, 1937
$3.00 CTS.
ARC
COLONIAL POULTRY FARMS
WORLD'S LARGEST CHICK PRODUCERS
PLEASANT
PAY TO THE ORDER OF Broadcasting Advertising
COLONIAL
THE PLEASANT HILL BANK
80-325 PLEASANT HILL, MO.
VOUCHER NUMBER 2-1525
UNDERWOOD ELLIOTT FISHER COMPANY
NEW YORK MAR - 3 1937
CHECK NUMBER 66143
$3.00/100
DOLLARS
PAY THREE 00/100
AT THE CHASE NATIONAL BANK
THE RATH PACKING COMPANY
PORK AND BEEF PACKERS
WATERLOO, IOWA April 2 1937
A 51898
TO THE TREASURER OF THE RATH PACKING COMPANY
EXACTLY ACCORD $1 & 50 CTS
$1.50

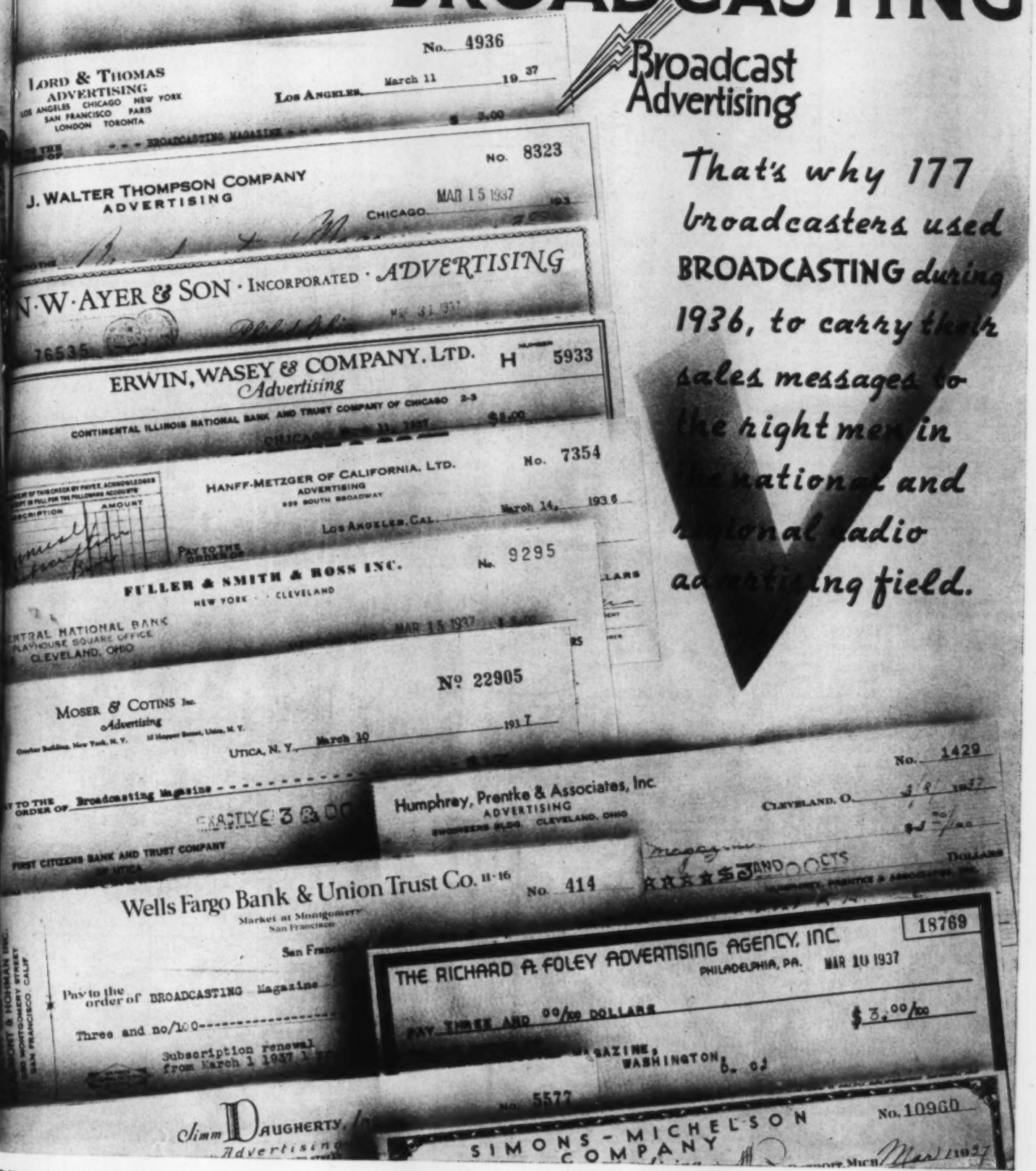
XUM

...ional list ...it checks

BROADCASTING

Broadcast Advertising

That's why 177 broadcasters used BROADCASTING during 1936, to carry their sales messages to the right men in the national and ...national radio advertising field.



Broadcast Likings In Chicago Shown By Recent Survey

De Paul Interviews Give Data On Listeners' Viewpoint

By L. M. McDERMOTT

Professor of Advertising, De Paul University, Chicago

A radio program survey covering 5970 families has just been completed in Chicago. The survey was conducted by Prof. L. M. McDermott of the Advertising department of the College of Commerce, De Paul University who tells about it in the following article.

THIS SURVEY of Chicago radio is in two parts: Section I pertains to radios. Data was collected on the most popular radio, the average age of all radios, number of used radios, oldest radios now in use, number of radios in Chicago, and the probable saturation point for radios in this city. Section II covers preferences as to broadcasting stations, stations usually "tuned in", stations preferred as to various types of programs, and favorite programs. Comparisons were made in many of the preferences with the Radio Editors' Poll and showed that the housewife does not always think along the same lines.

Mr. McDermott

The choices of programs as shown by the Chicago survey were as follows: First, Jack Benny; second, Father Coughlin; third, March of Time; fourth, Eddie Cantor; and fifth, Fred Allen. On the other side of the picture we find housewives wishing certain programs to be excluded from the air. These are mostly childrens' programs and are a result of a campaign of women's clubs.

Naming of Sponsors

One rather interesting point brought out in the survey was the fact that but a small percentage of listeners could give the sponsors of their favorite program. Radio editors of Chicago papers have mentioned this fact, but no definite information had been available until this survey gave definite figures showing actual conditions.

An attempt was made by the interviewers to secure a 100% answer to this question. However, only 708 were willing to list favorite programs by the sponsor, or manufacturer. In other words only 12 percent knew the name of the sponsors of their favorite programs. It is estimated that about 2% of these showed some degree of uncertainty.

The list of preferred programs by manufacturers follows: Ford, 109; Jello, 104; Lady Esther, 58; Palmolive, 46; Beechnut, 44; Chase & Sanborn, 24; Pebecco, 23; Camel, 20; General Motors, 19; Armour, 19; Maxwell House Coffee, 17; Pepsodent, 16; United Bakers, 16; Ipana Toothpaste, 16; Fleischmann's Yeast, 12; Exlax, 11; Nelson Brothers, 11; Campbell, 9; Lux, 9; Lucky Strike, 8. Others mentioned were Chesterfield, Chrysler, General Mills, Remington-Rand, Rogers Clothing, Pabst, Swift, Vicks, Packard, Studebaker, and a few others.

Another point of interest to the advertiser is the fact that a large number of housewives feel that there is too much advertising in radio broadcasts. Not all answered this question. Out of 1743 who expressed an opinion 950 said there was too much advertising, 688 said programs were satisfactory as to this, and only 105 were in favor of more advertising.

As to the question whether the housewife believed there should be more government regulation and control, a great majority thought the programs to be satisfactory. Some of the opposition was aimed at certain children's programs, the same speech being broadcast by all the large stations, too much time being taken by baseball broadcasts, and the type of music heard. Quite a number of housewives thought these conditions were a matter for governmental regulation rather than regulation by the broadcasting station and advertiser.

Some of the favorable points brought out by the Chicago survey were:

1. The housewife has decided opinions as to the character of programs.
2. Programs coming over larger stations are preferred.
3. High class programs are preferred.
4. Musical rather than "noisy" orchestras are preferred.
5. Programs receiving the greatest number of votes for exclusion generally contain some objectionable features.
6. Listeners show a decided preference for high-class musicians.
7. The character of the advertising in radio broadcasts is not criticized, rather the amount of it.
8. Broadcasting officials are doing a good job in regulating the material in programs.
9. The Federal Government should assist. Keep broadcasting out of politics.
10. Housewife shows little interest in amateur hours and street interviews.

Youthful Sleuth

RICHARD DILMER, patrolman, was walking along Fourth Avenue in Brooklyn near 48th St. June 13 when a boy rushed up, said "Arrest that woman; she's carrying narcotics. I'm Junior G-Man No. 40 and I've been shadowing her all day," and rushed away again. Although dubious Dilmer made the arrest, found the boy was right. An appeal for the boy to report to headquarters is being broadcast on the *Junior G-Man* program on WOR. Broadcast three times weekly, the adventure series sponsored by Fischer Baking Co. has enrolled more than 400,000 boys in Junior G-Man clubs throughout the east, according to Donald Peterson Radio Productions, producers of the program.

FROM PLANE—WSGN, Birmingham, inaugurated its portable transmitter WAXD with a broadcast from an airplane over the Municipal Airport. Announcers Bob McRaney and Joe Ford and Engineer James Evans are shown broadcasting from the plane.

CBS has secured exclusive broadcasting rights to the Lewisohn Stadium Concerts in New York for the summer of 1937 given by the Philharmonic Symphony Society and featuring prominent guest conductors.

Tony Martin Sues

SUIT for $7,600 damages for cancellation of his contract to master-the-ceremonies of the CBS weekly *Hollywood Hotel* program has been filed in Los Angeles Superior Court by Tony Martin. Named in his complaint, filed under his correct name of Alvin Morris, are F. Wallis Armstrong Co., advertising agency and Campbell Soup Co., program sponsor. In his complaint, filed by Attorneys Samuel S. Zagon and Harold E. Aaron, Martin claims he was signed on March 12 to appear for a minimum of 19 weeks on the *Hollywood Hotel* broadcasts from Hollywood and that on April 5 his contract for $400 per program was repudiated by his employers. He was scheduled to start with the May 7 broadcast.

KNX Fliers' Beacon

KNX, Los Angeles, under special authority of the FCC, served as the beacon station for the Moscow-to-U. S. flyers who landed in this country Sunday on their epochal flight. Employed as a "directional beam," the CBS outlet was authorized to operate on a point-to-point basis with the planes to guide them to their destination, at the request of the Soviet authorities. An interpreter was called in by the station to assist it in communication in the Russian tongue with the aviators and to supply them with weather and other flying information.

DR. LEE DE FOREST, inventor of the radio tube, was awarded the honorary degree of Doctor of Laws by Lewis Institute, Chicago, June 22.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

To Cover Northwestern Ohio and Southern Michigan

Use WSPD TOLEDO

A BASIC STATION

of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

John Blair & Co., National Representatives

Levy-Craney Stage Convention Battle On Merit of Per Piece Copyright Fee

DESPITE the resignation last year of Isaac D. Levy, WCAU, Philadelphia, from the NAB, he figured in the NAB convention copyright hostilities last month in an impromptu "battle" of Levy vs. Craney. Both Mr. Levy and Ed Craney, KGIR, Butte, circularized stations in advance of the convention espousing their particular viewpoints on copyright.

Mr. Levy again took his unrelenting stand against "per piece" or measured service payment for copyrighted works as a substitute for the present percentage plus sustaining fee basis. Mr. Craney, on the other hand, in his preconvention broadside strongly endorsed "per piece" as the ultimate solution and called for cooperation by broadcasters on a dozen fronts to bring it about. He followed that up with an address on the floor, reported elsewhere in this issue.

Despite the fact that the NAB in four successive conventions has gone officially on record as in favor of "per piece," a number of important broadcasters appeared to agree with the viewpoint expressed by Mr. Levy, who last year dramatically walked out of the NAB because he was out of sympathy with its executive direction and its stand on the mooted copyright matter.

Mr. Mills Comments

In a letter to BROADCASTING June 21, based on the Levy communication, E. Claude Mills, chairman of the executive committee of ASCAP, took occasion to comment on the situation.

"There is so much to what Mr. Levy says that is of deep and real concern to the broadcasters," Mr. Mills wrote, "that it will be a pity if they do not give very careful thought to the contents of his letter, and particularly, I suggest, to his recommendation that before the broadcasters are stampeded to sanction a 'per piece' method of accounting for royalties, someone should inform them in exact and precise detail just what would be involved upon their part. * * *

"I am endeavoring to be constructive because I realize that if the radical change is made and it proves to be the headache that I think it will, there will simply be more bitterness injected into the situation."

In his letter, dated June 17, Mr. Levy admonished broadcasters to take stock of the copyright situation, asserting again that per piece was impracticable. He warned stations that per piece inescapably involves complicated bookkeeping by stations; that it will cost more money since individual composers themselves would place the prices on their compositions and require accountings, meaning disclosure of their books; that he had been informed some 310 stations had been delinquent in the amount of some $500,000 in their royalties as of 1936, most of which was admitted, and thus indicating that there is justification for the ASCAP demand that it have a right to audit books and that ASCAP "could execute no more clever maneuver" than to offer "per piece" method instead of the present percentage, plus arbitrary sustaining fee basis.

Questioning the advisability of state laws against ASCAP enacted in a half-dozen states, Mr. Levy predicted that broadcasters eventually will pay for this litigation through increased rates. By implication, he attacked the "open letter" of last April sent to Congress by Mr. Craney, who advocated action on copyright. The letter bore the boldface inscription "Can You Be Re-elected?" Mr. Levy said this letter had made enemies for broadcasting among congressmen.

Even before the Levy letter reached stations, Mr. Craney had written them reviewing developments in the music copyright field since the last Convention. He has been the prime mover of the anti-ASCAP measure placing copyright groups under state police jurisdiction. Reminding station owners that "1940 is coming along," Mr. Craney pointed out present ASCAP contracts will expire then and that unless remedial steps are taken, broadcasters will be in an even more serious plight. He advocated a 10-point program as follows:

1. Support national copyright legislation which will set up rules of fair play between the copyright owner and user, and which will place the responsibility for the public performance of music on the person originating the performance.
2. Support state legislation setting forth rules for combines to operate under.
3. Give aid to all states where legislation has been enacted or is being considered.
4. Gather all information concerning state legislation into a file and make this available to other states.
5. Educate all broadcasters in the country on copyright.
6. Establish a copyright clearance bureau, which would make available the names of reliable firms transcribing or producing public domain, and/or, tax free music and lists of such music. (Lang-Worth is the only one in this class at present—they protect you as to the clearance of their numbers with an insurance policy from Lloyds of London).
7. Educate authors and composers on the workings of a "per use" or "per piece" system.
8. Determine the amount of music available today in the hand of either the networks or independent stations that can be used tax free or that can be purchased outright for broadcasting purposes.
9. Make such music as is available for transcribing to all reliable transcription firms and/or have it recorded by NAB's Music Bureau, costs permitting.
10. Make up your mind that you are going to devote enough time and money to this job for the next year to see it through—"we can't miss if we will but get in and *WORK*."

STORM WARNINGS
On WIBM as Michigan Flood Threatens Jackson

WHEN a severe storm swept lower Michigan June 20, doing major damage in and near Jackson, WIBM gave outstanding service in broadcasting warnings to motorists and residents of that area and summoning crews of men to help build retaining walls. Hal Hubert, announcer, and Walter Johnson, engineer, worked barefoot when water surged into the studio and control room. Later that evening, when the storm threatened a nearby dam, Announcers Willie Dunn, Kent Josef and Bill Cizek put on hip boots and relayed messages to the studio for release to a frightened audience. A bad leak developed above the high voltage power supply system and a large pan was required to keep WIBM on the air.

GEORGE HARVEY, Dud Kelly and Les Sholte of the WGN-MBS sales staff in Chicago, piloted Harvey's sloop *Skoal* to victory in the annual Chicago to Michigan City yacht race held June 19.

Chicago Agency Shifts

BESS JOHNSON, radio director of Stack-Goble Advertising Agency, Chicago, has resigned to join the radio department of Lord & Thomas, Chicago. Miss Johnson, an actress for eight years, enacts the Lady Esther role on the Wayne King programs. As yet, no successor to Miss Johnson has been chosen at Stack-Goble. Estelle Mendelsohn, script writer on the *Lady Esther* show, is also joining Lord & Thomas.

THE Canadian Broadcasting Corporation will send experts with the Eastern Arctic patrol, sailing from Montreal July 10, to study the feasibility of broadcasting from the Arctic to a national hook-up. Shortwave communications will be tried from the different points at which the ship calls to determine the possibility of bringing broadcasts from the Arctic to Canadian and American listeners.

IN Atlanta USE WGST
CBS 5000 watts day 1000 watts nite
Reps: 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
"BIRTHDAY BELLS"
8:00 to 8:15 a. m. — now available for sponsorship! Call or write TRANS-AMERICAN BROADCASTING AND TELEVISION CORPORATION, New York, Chicago, Hollywood.

In Baltimore, it's WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

There's A Reason

for feeling proud, when a new station in America's fastest-growing radio center, Los Angeles, feels no letdown in sales following a rate increase.

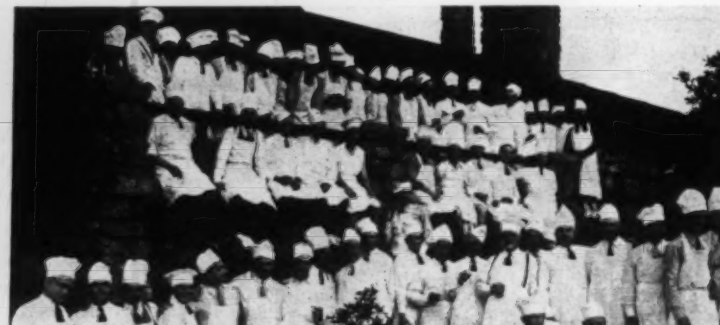
Yet Los Angeles advertisers realize that KEHE is STILL delivering more listeners per dollar.

And here are the reasons:

1—A powerful signal and excellent wave length.
2—The West's most luxurious and most modern broadcasting plant.
3—A steadily growing listening audience.
4—Increasingly encouraging results for present sponsors.

5000 Watts **KEHE** 780 Kilocycles
"Serving the Public Interest"
LOS ANGELES, CALIFORNIA
A Member of the California Radio System
National Representative: Hearst Radio
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Oklahoma-Colorado Broadcasters Hosts on KLZ-KVOR 'Good Will Tour'



CHEF'S CONVENTION—Nope, you're wrong. It's probably the greatest aggregation of advertising agency and advertiser talent ever assembled in the shadow of the Rockies (except for a few dozen conventions). Some 50 of them attended the KLZ-KVOR *Goodwill Trip* promoting Colorado's commercial and recreational advantages and its place in the national market. The event took place June 19 to 26.

In the left photo, guests were photographed outside the unique Cooking Club, famed Colorado club on the side of Cheyenne Mountain. The ritual required all guests to peel off coats and hats and don the chef's bonnets and aprons. Then they served themselves from soup to nuts. Picture at right shows party upon arrival June 20 on the *City of Denver* streamliner train from Chicago.

Both KLZ and KVOR are operated by the Oklahoma Publishing Co., publishers of the *Oklahoma City Oklahoman* and *Times* and operator of WKY. Hosts to the group were E. K. Gaylord, president of the Oklahoma Publishing Co.; Edgar T. Bell, secretary-treasurer; Gayle Grubb, manager of WKY; J. I. Meyerson, general sales manager, Oklahoma Publishing Co.; F. W. Meyer, manager, KLZ; Ralph Miller, advertising manager of the *Oklahoma Farmer-Stockman*, and Hugh B. Terry, manager of KVOR. The following attended the event:

Hon. Teller Ammons, Governor of Colorado; C. J. Baker, Maxon Inc., Detroit; Fred Barrett, Lee Anderson Inc., Detroit; Osborne B. Bond, Joseph Katz Co., Baltimore; B. B. Brewer, Ferry-Hanly Co., Kansas City; L. T. Bush, Compton Adv. Inc., New York; N. J. Cavanagh, Roche, Williams & Cunnyngham, Chicago; W. J. Davis, J. Stirling Getchell Inc., Detroit; Herschel Deutsch, Lawrence C. Gumbinner Adv. Agency, New York; Myron Donald, Colorado Courtesy Patrol, Denver; Ted Enns, Cramer-Krasselt Company, Milwaukee; E. A. Fellers, Presba, Fellers & Presba Inc., Chicago; George Eversman, H. J. Heinz Co., Pittsburgh; Elmer Froehlich, MacManus, John & Adams, Detroit; Carl Georgi Jr., D. P. Brother & Co. Inc., Detroit; Max Hacker, Pedlar & Ryan Inc., New York; Frank Hakewill, Roche, Williams & Cunnyngham, Chicago; H. E. Hendrick, Tracy-Locke-Dawson Inc., New York; Maxwell R. Hott, Dr. W. B. Caldwell Co., Monticello, Ill.; H. H. Hudson, H. W. Kastor Adv. Co. Inc., Chicago; H. L. Hulsebus, Stack-Goble Adv. Agency, Chicago; Hugh Johnston, Brooke-Smith & French Inc., Detroit; Joseph Marsh, Colorado Courtesy Patrol, Denver; Richard Marvin, J. Walter Thompson Co., Chicago; John F. Mayer, Street & Finney Inc., New York; Paul C. McCormick, McCann-Erickson Inc., Cleveland; George McGivern, Blackett-Sample-Hummert Inc., Chicago; Robert McNell, Blackett-Sample-Hummert Inc., New York; Ed Nelson, Wade Adv. Co., Chicago; T. E. Nowels, *Colorado Springs Gazette & Telegraph*; George Pearson, J. Walter Thompson Co., Chicago; R. J. Potts, R. J. Potts & Co., Kansas City; E. S. Pratt, Fletcher & Ellis Inc., New York; N. H. Pumpian, Henri, Hurst & McDonald Inc., Chicago; Allen Russell, Potts-Turnbull Co. Inc., Kansas City; John H. Sarles, Knox Reeves Adv. Inc., Minneapolis; Ray G. Simmons, Meldrum & Fewsmith Inc., Cleveland; William J. Staab, Fuller & Smith & Ross, Cleveland; Fred Steele, McJenken Adv. Co., Chicago; Sol Taishoff, BROADCASTING, Washington; G. L. Trimble, Marshalk & Pratt Inc., New York; F. C. Weber, D'Arcy Adv. Co. Inc., St. Louis; Harry Walsh, Newell-Emmett Co. Inc., New York; Art Spoerl, Cramer-Krasselt Co., Milwaukee.

From the E. Katz Special Advertising Agency, the stations' representative, came Ralph Bateman, Detroit; Morris Beck, New York; Fred Bell, Atlanta; George Brett, New York; Lowell Jackson, Chicago; Eugene Katz, New York; S. L. Katz, Chicago.

Oklahoma Publishing Co. men in the party were Edgar T. Bell, Oklahoma City; O. C. Brown, Oklahoma City; Fred D. Fleming, KLZ, Denver; E. L. Gaylord, Oklahoma City; Gayle Grubb, WKY, Oklahoma City; F. W. Meyer, KLZ, Denver; J. I. Meyerson, Oklahoma City; Ralph Miller, Oklahoma City; Frank Quinn, KLZ, Denver; Norton Schwartz, Mile-Hi Photo Co., Denver; Hugh B. Terry, KVOR, Colorado Springs.

As a parting gift, Messrs. Gaylord and Bell, as hosts to the 50 advertising men, presented each with a tooled leather briefcase inscribed with their names. Messrs. Gaylord and Bell also received from FCC Chairman Prall a letter of greeting in connection with the *Goodwill Tour* and commending them on their new studios and equipment.

Still Another "Inquiry" Account is Proffered

ANOTHER "per inquiry" account, offered by the American Products Co., Cincinnati, is being presented stations despite consistent refusal of most broadcasters to accept contingent business of this character. The newest proffer is that of procurement of agents to represent the Cincinnati company in the sale of foodstuffs and staples, on the basis of 80 cents per inquiry regardless of the number secured. The proposition is for a studio program of 15 minutes to be built by the station, with the "advertiser" to furnish the commercials.

L. T. Pitman, manager of WCSH, Portland, Maine, informed L. H. Witte of the company, that he found the offer "singularly unappealing." "We have some excellent contracts from advertisers who also sell tea, coffee, foods, spices, etc.," Mr. Pitman informed his correspondent. "They did not require any test campaigns at our expense to determine whether or not they could afford to use our station."

KFEL, Denver, on June 15 moved into commodious new studios in the new Albany Hotel. The motif is entirely Indian, with rustic pine furniture used throughout. Rugs are typically Navajo and clocks and lamp shades are of buckskin.

Early Decision Seen in FCC Charges Against Lawyers; Dismissal Is Sought

EXAMINATION of witnesses in the proceedings on charges alleging improprieties against Paul M. Segal and George S. Smith, Washington attorneys specializing in radio practice, made as a result of a report by an FCC investigating committee headed by Telegraph Commissioner George H. Payne, was being conducted in Washington the week of June 28 by Samuel H. Kaufman, special counsel, working with an assistant in quarters provided by the Commission.

As BROADCASTING went to press, Messrs. Segal and Smith were making voluntary statements before the special counsel in accordance with the offer contained in their sworn answers to the charges. The answers were filed in separate pleadings June 19 and in them all of the charges were categorically denied and a hearing was requested unless the FCC should conclude that its citation order of May 19 should be dismissed. Richard M. Casto, named as an alleged "dummy" applicant, was among those heard by the FCC inquisitors. Several employes of the Segal law firm had previously made statements to Mr. Kaufman. Sources close to the Commission believed an early decision would be reached soon after the special counsel hears Messrs. Segal and Smith. Many of the witnesses had not previously been questioned by the Commission subcommittee, on whose recommendation the FCC had voted the proceedings.

The attorneys in their answers contended their conduct at all times has been entirely ethical, proper and professional and that the acts cited in the FCC order were neither improper nor in violation of any existing rules or methods of legal practice.

The allegation that "dummy" applications had been filed for the purpose of "deceiving" the Commission was specifically denied, Mr. Segal pointing out that he was acting for a client and that the applications were in conformity with FCC rules and regulations.

Asks Full Disclosure

Mr. Segal's answer asserted his "desire that there shall be a full disclosure of the facts relating to the charges, in order that my innocence and complete freedom from any impropriety or unethical conduct may be estabilshed and a speedy vindication follow." He denied that he knowingly or with intent to deceive had interpolated or aided and abetted in the interpolation of certain signed and notarized depositions into the FCC files in the case of Richard M. Casto, applicant for a new station in Johnson City, Tenn.; declared that the Casto application, insofar as counsel were informed and believe, was bona fide and in good faith; asserted that the Palmer Broadcasting Syndicate Inc., one-time applicant for new stations in Portland, Me., Lewiston, Me. and Cheyenne, Wyo., was not a "dummy" applicant designed to hinder or delay any other applicant, and stated that its applications "were bona fide and in good faith, for the purpose of obtaining the authorizations requested, with intent to make a full disclosure of the interested persons upon a hearing of the applications."

The FCC order having questioned Mr. Segal's qualifications, professional standing, character and ability, Mr. Segal's answer stated:

While I realize it is not generally necessary or customary to make reply to matters of inducement and recitals, as distinguished from specific charges, the recitals in the Order in this proceeding are of such general and sweeping character, inherently involving a reflection upon my professional reputation and standing, that I request the privilege and opportunity of making full, suitable and proper comment with respect thereto, in order that any in-

justice to me flowing from said Order may be ameliorated, if possible.

I received my undergraduate training at Columbia University, obtaining an A.B. degree, and my graduate work at University of Denver, obtaining an LL.B. degree. I engaged in the general practice of law immediately after my admission to the Bar in Denver, Col., and for five years was Assistant District Attorney there. I was appointed in 1929 as Assistant General Counsel of the Federal Radio Commission and after some period of service resigned to enter the private practice in this specialized field. I have for many years been interested in the scientific and engineering problems related to radio communication. As representative of the American Radio Relay League I attended the International Telecommunications Conference in Madrid in 1932, at which time international regulations were drafted. I have recently been appointed as a representative of the American Radio Relay League to attend the International Conference to be held in Cairo, Egypt, in the spring of 1938. I have practiced actively in this special field for 13 years and my colleagues at the Bar will give testimony as to my ability and professional standing.

My reputation has never been called into question until the issuing of your order of May 19, and I respectfully submit that the lack of foundation for said order and the consequent injustice to me will be manifest when the facts are known to your Commission.

Declaring that he used office personnel as original incorporators of the Palmer company, Mr. Segal pointed out that the applications complied in all respects with the FCC rules and regulations, that the Lewiston application was dropped and the Cheyenne application defaulted by his client long before being questioned in the present proceeding, and that the Portland application with others "were all held up and no action taken by the Commission for a period in excess of two years, and hence any delay in action upon the Palmer application or in action upon the applications which competed with it were not ascribable either to my client or to me." The Portland application was dismissed last Oct. 7 upon being withdrawn by Mr. Segal's client.

"Permit me to summarize," Mr. Segal's answer concludes, "by saying that at no time was any deception practiced on the Commission concerning any of the Palmer Broadcasting Syndicate Inc., applications; that it was the plan and intention of my client and of myself to make a full and complete showing at a hearing concerning my client's identity and qualifications; that no such showing was required or called for prior to hearing; that the need for anonymity which my client felt was in my opinion a real and substantial one; that the Palmer Broadcasting Syndicate Inc., applications were original applications filed before any competing applications and were bona fide applications, which were severally withdrawn, defaulted or permitted to be returned, because of changes in circumstances and that none of the applications violated any statute or regulation or contained any false, improper or deceptive statements.

"I stand ready to furnish the Commission any additional information pertaining to the charges that it may desire, and I offer my full cooperation, confident that when the facts are fully presented my speedy vindication will follow."

"I desire a hearing unless in the judgment of the Commission upon the basis of this return and a more complete understanding of the facts, my prayer herein be granted."

SAILFISH CATCH—During a recent cruise out of Miami, Edgar T. Bell, business manager of the Oklahoma Publishing Co. and WKY, Oklahoma City, earned his way into the famous Miami Sailfish Club by hooking two of the beauties and lasting the route for the hour-long battle with each.

Mr. Smith's Reply

Mr. Smith's reply deals primarily with the Casto case, which he largely handled, and denies that Casto was not a true applicant and did not own funds as represented and states further:

In relation to Charge 1, I state that on Dec. 9, 1936, I presented in the case of Richad M. Casto to the office of the Secretary of the Commission signed copies of the depositions of Raymond Rosson, L. G. Lowe, Morgan W. Cox, Lee B. Harr and Ralph Kelley, to be attached to certain unsigned copies of the testimony of the same witnesses which had theretofore been received in the Secretary's office; at the time of presentation of the signed copies of the depositions, I advised the Docket Clerk in the Secretary's office of the particulars and circumstances concerning these depositions, namely, that the notary before whom the depositions had been taken had failed to obtain the signatures thereto of the witnesses in time to enable the depositions to be filed with the Commission five days before the date set out for hearing as required by the Rules and Regulations of the Commission, and had therefore forwarded them to the Commission without such signatures and had thereafter sent carbon copies thereof to me, which carbon copies had been signed by the witnesses; that the presentation of such signed copies of the aforesaid depositions was done openly and without intention to deceive, and with the knowledge and approval of the Docket Clerk of the Secretary's office, whose duty it was to supervise the keeping and making of the files. I further state that the depositions in question were not received in evidence and never became any part of the record in the case of Richard M. Casto; that at no time was any attempt made to deceive the Commission concerning the circumstances of the submitting of the depositions; that the attention of the Commissioners to the circumstances surrounding these depositions was brought by a formal motion filed by Paul M. Segal and myself; that I voluntarily made a full disclosure of the facts concerning the said signed depositions before the Examiner when the depositions were presented; that no effort or attempt was made to deceive any party or the Commission in relation to said depositions. I further state that the Commission has heretofore fully considered all the circumstances concerning these depositions and issued an order concluding its inquiry relative thereto and disposing of the matter, and I respectfully submit, now reopens the matter without any good and sufficient cause therefor.

United Air Discs

UNITED AIR LINES, Chicago (air travel), on July 6 will start thrice-weekly transcriptions on KFI, Los Angeles, and KFRC, San Francisco. One-minute transcriptions cut by Columbia Transcription Service, Chicago, will be used. J. Walter Thompson Co., Chicago, is the agency.

Al Boasberg

AL BOASBERG, 45, nationally known radio and motion picture "gag" writer, died at his Beverly Hills, Cal., home June 18 from a heart attack. He was considered one of the foremost "gag" writers in the profession and started his film writing career in 1925, later turning to radio. He had been writing for the Jack Benny programs for the past year. The day before his death he signed a new one year contract to continue in that capacity along with his other work. He also supplied comedy skits for other well known radio programs. Funeral services were held June 19 in Beverly Hills with interment in Buffalo, N. Y., where he was born. Surviving is his widow.

GEORGE B. STORER, chief owner of WSPD, WWVA and WMMN, has applied to the FCC for authority to erect a new 1,000-watt daytime station on 800 kc. in Pontiac, Mich.

Investigate
The Power of the
Spoken Word
WTOC
SAVANNAH, GEORGIA
1260 K.C. - CBS
UNITED PRESS NEWS
Represented Nationally
By
Paul H. Raymer Co.

HOLLYWOOD NEWS
of
HOLLYWOOD KIDS!
GEORGE WOOD Jr.,
14-year-old commentator, tells about them in "HOLLYWOOD STARLETS." Five-minute show, twice weekly, transcribed. He knows many child stars personally, from broadcasts, stage and picture interviews.
Available as exclusive feature in your city.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

MILLIONS OF TELEPHONE SUBSCRIBERS DO!
The snooty 400 may not listen to WBNX, but neither are they the big buyers of STANDARD ADVERTISED goods. If it's the 4,000,000 you want, with its mass purchasing power, you'll find them in the phone book and listening to WBNX!
1000 WATTS DAY AND NIGHT
WBNX NEW YORK
"It's the Four Million who Listen to WBNX"
National Representatives: Van Cronkhite Associates, Inc.

Chicago Football

SOCONY-VACUUM OIL Co., New York (Mobilgas and Mobiloil), is considering sponsorship of the Northwestern University football games over WBBM, Chicago, this fall for the second successive year. Both the home and away N. U. games will be broadcast, with the possible exception of the Minnesota game at Minneapolis, Minnesota not permitting sponsorship of its games. J. Stirling Getchell Inc., New York, is the agency.

WIND, Chicago-Gary, has purchased exclusive rights to the University of Chicago games this fall, the first time a Big Ten school has given a station exclusive broadcast rights to its games. WIND is also broadcasting the Chicago Cardinals professional football games exclusively.

W. C. IRVIN, who at one time was interested in KIUJ, Santa Fe, N. M., has applied to the FCC for authority to erect a new local station on 1500 kc. in Amarillo, Tex.

LIVE TODAY

IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

Guild Broadens to Skilled Radio Men

(Continued from page 13)

the station management on June 12, only a few hours before the departure of Donald Flamm, station president, for a European tour.

According to an announcement issued by WMCA, the agreement calls for immediate salary increases for all announcers and producers, with a provision in the announcers' agreement that provides for what amounts to a guarantee of commercial assignments to increase the salary by at least 20%; provides two weeks vacation with pay for all those employed by the station for a year or more, two weeks full pay in event of sickness and two weeks notice in event of discharge.

The agreement does not guarantee a five-day week as many commercial contracts call for announcers on six or seven days of each week, but wherever possible the management promises to group the working hours to give employes the maximum amount of continuous free time. Announcers are specifically given the right to reject, without prejudice, all offers made by sponsors for special work on commercial accounts, and are permitted to draw up to 20% of their base pay against possible future commercial contracts. The agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

The temporary nature of the contract, the fact that the Guild was not mentioned in the station's announcement, and the absence of a closed shop provision such as was included in the Guild's recent contract with CBS indicate that a completely satisfactory agreement has not yet been reached. Queried as to these points, Roy S. Langham, president of the Guild, told BROADCASTING that the question of a closed shop was not brought up by the AGRAP committee as it was felt that this could not have been settled before Mr. Flamm's departure for Europe and the Guild preferred to get the immediate benefits of shorter hours and increased pay for its WMCA members, leaving the closed shop question for later negotiations. He said that Dec. 1 had been set as the date for a meeting of the Guild and the station management to draw up a permanent agreement.

Mr. Langham also stated that WMCA's announcement was substantially correct, with four exceptions: (1) that the contract is the result of negotiations by and is made with the WMCA chapter of AGRAP; (2) that the contract in effect provides for a $42 weekly minimum salary, highest minimum for any station of WMCA's size in the country; (3) that in effect the five-day week is the same as that agreed on at CBS in that announcers are allowed to work more than five days if commercial committments require their services; and (4) that the agreement is only temporary, until Jan. 1, 1938, and is designed to tide over absences and vacations of executives of the station.

Writers Guild

Formation of a national Radio Writers Guild, affiliated with the Authors League of America Inc., is under way, following approval June 23 by the directorate of the Hollywood Screen Writers Guild. Radio Writers Guild will have four representatives on the council of the Authors League of America and a national membership campaign will start shortly.

Hollywood free lance radio actors and actresses have also formally organized as the Radio Artists Guild of America and will seek recognition and a charter from the Associated Actors and Actresses of America, which is affiliated with the A. F. of L. The group of more than 150 elected a board of 12 directors, with Norman Field, chairman, and Cyril Armbrister, vice-chairman. Ralph Scott is secretary and J. Donald Wilson, treasurer. Sandford I. Carter, attorney for the newly formed guild is to draw up a constitution and bylaws.

WCAU announcers will start a 40 hour, five day week Sept. 1, according to an announcement by Dr. Leon Levy, president of WCAU, Philadelphia. The new schedule was announced at a meeting called by the station executive and came as an unexpected surprise to the announcing staff. The men will also be given an automatic salary increase every six months.

Richfield's Sales Meeting

RICHFIELD OIL Corp., Los Angeles (gas & oil), on June 28 held a 7-7:30 a. m. (PST) special "sales meeting" for its Pacific Coast salesmen on 11 NBC-Pacific Red network stations (KFI, KPO, KOMO, KHQ, KGW, KFBK, KMJ, KWG, KERN, KFSD, KTAR). Program originated in the network's Hollywood studios and all distributors were ordered to tune in. During the broadcast, details of a new advertising campaign of Richfield Oil Corp. were revealed by Charles S. Jones, president. *Richfield Reporters* Ken Barton & John Wald briefly opened the 30-minute program. A "preview" of its new weekly half hour *Olsen & Johnson* variety show, which was to start the following Wednesday on the NBC-Pacific Red network, was also presented. Agency is Hixson-O'Donnell Inc., Los Angeles.

Gotham Newspaper Spots

TO NOTIFY the public that features formerly published in Hearst's *New York American*, which discontinued publication on June 24, had been transferred to the *New York Journal* and the *New York Mirror*, these papers placed varied series of spot announcements on WINS, WMCA, WHN, WNEW, WOR. Most schedules called for a large number of announcements on Friday, June 25, first day the *American* did not appear, with lighter schedules for the remainder of the week. The *Journal* also sponsored a 10-minute talk by Edwin C. Hill on WJZ on June 25. Three agencies were used to place the announcements: McCann-Erickson Inc., Peck Adv. Agency Inc., and Publicity Associates, all of New York.

Sunoco in Yiddish

THE ENTRY of the gas and oil advertisers into the foreign language field was indicated with the placing of a test series in Yiddish on WBNX, New York, by Sun Oil Co. (Sunoco), advertising fuel and furnace oil to the metropolitan New York Yiddish market. Consisting of daily announcements for an indefinite period on Abe Lyman's established Jewish programs, which have been broadcasting daily at 1:30 over WBNX for five years, the series was placed through Roche, Williams & Cunnyngham Inc., Chicago.

ONE of the outstanding figures in radio education, Ben H. Darrow, will join WBEN, Buffalo, as educational director on Sept. 1. He has been director of the famous *Ohio School of the Air*.

WOKO

ALBANY, NEW YORK

POPULARITY + EFFICIENCY =

RESULTS

Get Your Share of

Results

In This Rich Capital District

Market

USE

WOKO Hotel Ten Eyck, Albany

***"A Blind Spot"* for All Outside Stations—**

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

KOMO 5000 Watts L.S. NBC Red

SEATTLE WASHINGTON

KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

Fund Cut Curtails WPA Radio Group

Third of New York Personnel Dropped; Protest Is Made

PLANS for enlarging the radio division of the WPA Federal Theatre project into an organization of national scope, with WPA radio groups in all major cities producing the programs written at the project's New York headquarters, came to an abrupt halt late in June when more than a third of the New York organization was dropped because of a cut in the WPA appropriation. Protesting to Washington, remaining members talked of striking in protest against dismissal of a third of the actors and half of the administrators and technical workers, which reduced the radio division to less than 150.

Meanwhile, the schedule of nine programs weekly presented by the group on New York stations is being continued through a doubling up all around. These broadcasts include *Portraits in Oil*, dramatizations of the lives of famous artists; *Pioneers of Science*, similar dramatizations of the lives of famous men and women in the world of science; *History in Action*, in which New York relives its past; *First Frontiers*, a children's series of Indian life; *Serenades at Nine*, a musical series by choir and soloists; *Exploring the Seven Arts*, interviews with celebrities in all fields of artistic endeavor; radio adaptations of *Ibsen's Plays;* the *Madrigal Singers*; and the *Repertory Theatre of the Air*, presenting significant social plays.

Built 400 Programs

The radio division of the Federal Theatre Project came into being March 23, 1936, under the direction of Evan Roberts. From then to June 1, 1937, it had produced some 400 broadcasts, had received more than $600,000 of free time and had played to an average audience of 1,000,000 a week. The cost had been approximately $160,000, of which 90% went for salaries for the 150 actors and the 65 writers, technicians, directors, administrators and office workers.

Most pretentions of their productions was the *Professional Parade*, a variety show broadcast for 20 weeks over NBC's Blue network, with an estimated average audience of 3,600,000 weekly, based on CAB reports. But the spokesmen at the project's headquarters are more proud of the experimental work that had been done, of programs requiring extensive literary of historic research, of the sound effects library and laboratory, of educational programs such as *Pioneers of Science*, the scripts of which have been requested by numerous universities and by the commissioner of education of Puerto Rico, as models of educational scripts.

The Dudes are coming to Western Montana—the Nation's summer playground. Reach them in their leisure moments through

1000 watts 1260 kc. **KGVO** Missoula, Montana

U.S. Appellate Court Affirms Ruling Of FCC in Granting "640 Case" Station

ANOTHER obstacle in the path of the now famous "640 case," which resulted in authorization of a new station in Portland, Me., to be operated by the *Portland Press-Herald*, was removed June 28 by the U. S. Court of Appeals for the District of Columbia in affirming the FCC grant authorizing the new station.

In a 4 to 1 decision, with Associate Justice Stephens dissenting, the court affirmed the FCC action authorizing construction of the station in Portland to operate on the 640 kc. channel until local sunset with 500 watts power. The station, assuming there will be no further appeals, will now go into construction and will operate with the call WGAN. The licensee is the Portland Broadcasting System Inc., of which the majority stock is owned by the Gannet Publishing Co., publishers of the *Portland Press-Herald*.

The appeal from the FCC decision was taken by Eastland Co., of Portland, and the Congress Square Hotel Co., operator of WCSH, Portland, which also had applied for assignment in the 640 kc. channel with limited time operation. The so-called "640 case," which goes back three years, involved the assignments of a dozen stations for duplicated operation on the clear channel on which KFI, Los Angeles, is the dominant station. All applications seeking to "break down" the channel were denied in the FCC decision which granted the Portland company's application.

Personnel Shift

The main contention made in the appeals of WCSH and its sister Eastland Co., was that at the time the original hearings were held Commissioners Gary, Brown and Sykes were members of the Broadcast Division and heard the testimony. When the decision was rendered on May 1, 1936, the Broadcast Division was composed of Commissioners Sykes, Case and Prall. "In our opinion, the partial change in the personnel of the Division which decided the case did not invalidate its decision, for it was nevertheless the decision of the Division which acted upon the evidence," the majority of the court held.

Regarding other contentions of the appellants challenging the findings of the Commission upon the facts, the court took pains to point out that it is not to be governed only by the weight of the evidence in cases of contradictions, but must affirm the decision of the Commission as to the facts, if supported by substantial evidence, unless the decision is "arbitrary or capricious."

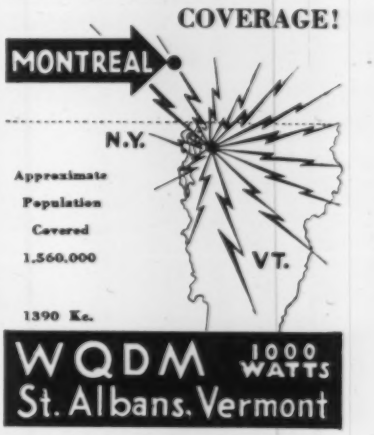
Upon the contention of WCSH that licensing of an additional station would affect its operation adversely from the economic standpoint, the court's majority held that the Commission found the city and county could "well support an additional radio broadcasting station without affecting adversely the services of radio station WCSH or the income or revenues of the Congress Square Hotel Co., licensee thereof, and intervener herein."

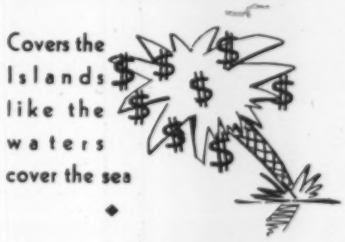
Dissenting Opinion

In a strong dissent, Associate Justice Stephens declared he thought it was clear that Congress intended that the Commission should itself hear witnesses in cases. To present witnesses to those who are not to decide, he said, would be in vain. He added:

"Congress is well aware of the exigencies under which administrative tribunals burdened with a great volume of public business requiring speedy disposition operate, and customarily permits them to dispense wtih unnecessary formalities. But I think that in the absence of language clearly permitting it, we should not conclude that Congress intended a Commission to dispense with oral arguments before, or with hearing of the witnesses by, those who are to decide. Neither of these procedures is a formality. On the contrary, each is a substantial aid to correct decision."

Judge Stephens held also that the authorities cited in the majority opinion, were not persuasive because of material differences from the case in the facts or statutes involved.





KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Tie This One!

Drogie Panie Gosposie:—

Piekarze slynnego powolnie wypiekanego chleba WONDER BREAD maja dla was niespodzianke, o ktorej my wam juz dzisiaj powiemy. Otoz jutro z kazdym zakupnym bochenka chleba WONDER BREAD, specyjalnie dla waszej dziatwy zalaczony bedzie piekny balonik, ktory znajdowac sie bedzie w srodku owijki chleba WONDER BREAD. Pamietajcie wiec drogie panie gosposie, zakupcie jutro u waszego grosernika bochenek chleba Wonder Bread, a otrzymacie piekny balonik dla waszej dziatwy. Oferta ta tylko na jutro, w kazdej groserni. Dzieci wasze uciesza sie gdy dacie in balonik z owijki chleba WONDER BREAD. Wiec nie zapomnijcie jutro zakupic bochenek tego smacznego powolnie wypiekanego chleba WONDER BREAD a otrzymacie w srodku owijki piekny balonik.

Two Broadcasts of This Announcement
SOLD
25,000 LOAVES OF BREAD
WJBK - DETROIT

Foreign Representatives—Van Cronkhite & Associates
Chicago • New York

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

AMERICAN HOME PRODUCTS Corp., New York, has contracted for the quarter hour between 7:15 and 7:30 p. m. on Tues., Wed. and Thurs. on NBC-Blue for 52 weeks beginning Sept. 28, but has not yet disclosed which of their numerous proprietary products will be advertised nor what kind of program will be used. Blackett-Sample-Hummert Inc., N. Y., is agency.

SPERRY FLOUR Co., San Francisco (flour, cereals), on May 21 started for 13 weeks, participation in *Western Home Hour* on 6 CBS Pacific Coast stations (KNX, KSFC, KOIN, KOL, KVI, KFPY), Fri. 3:15-3:30 p. m. (PST). Agency: Westco Adv. Co., San Francisco.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's ant paste), on June 4 started for 13 weeks participation in *Listen Ladies* on 6 California Radio System stations (KEHE, KERN, KMJ, KWG, KYA, KFBK), Fri. 2:15-2:30 p. m. (PST). Agency: Wm. A. Ingoldsby Co. Inc., Los Angeles.

SPERRY FLOUR Co., San Francisco on June 21 began special series of four quarter-hour programs on *Woman's Magazine of the Air* on nine NBC Pacific Red stations (KPO, KFI, KGW, KOMO, KHQ, KFBK, KERN KMJ, KWG). Agency: Westco Adv. Agency, San Francisco.

CONSOLIDATED DRUG TRADE PRODUCTS Co., Chicago (drugs), has signed a 52-week contract with WJJD, Chicago, effective Sept. 12, 1937, renewing its daily two-hour hillbilly program. Benson & Dall Inc., handles the account.

GRUEN WATCH Co., Cincinnati (watches), on Oct. 3 starts *Time of Your Life* on 49 NBC-Red stations, Sun., 5:30-6 p.m. (EST). Agency: McCann-Erickson Inc., Cleveland.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on June 28 started *Neal O'Hara's Radio Gazette* on six CBS stations in New England (WEEI, WLBZ, WPRO, WORC, WMAS, WDRC), Mon., Wed., Fri., 7:30-7:45 p.m. Agency: BBDO, N. Y.

TABLE PRODUCTS Inc., Los Angeles (Duchess mayonnaise), on June 7 started for 13 week participation in *Western Home Hour*, on 2 CBS Pacific Coast stations (KNX, KSFO) and KOY, Phoenix, Mon., Thurs., 3:45-4 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

DRACKETT Co., Cincinnati (Drano), on August 4 starts *Helly Peggy* twice weekly for 52 weeks on 20 NBC-Red stations, Wed. and Fri., 11:45-12 noon. Agency: Ralph H. Jones Co., Cincinnati.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Oct. 3 will resume *Joe Penner* with Jimmy Greer's Orchestra on 46 CBS stations, Sun., 6-6:30 p.m., following a 13 weeks vacation. Agency: Ruthrauff & Ryan Inc., N. Y.

COMMITTEE of 1,000,000, New York (anti-Communist organization), on June 18 started *Gerald L. K. Smith* on 6 New York Broadcasting System stations, Fri., 8-8:30 p. m. (WIBX, WABY, WSAY), rebroadcast, 9-9:30 p. m. (WINS, WBNY, WMBO,). Direct.

WASEY PRODUCTS Corp., Cleveland (Musterole, Zemo, etc.), on Oct. 4 start *Carson Robison & His Buckaroos* on 49 NBC-Blue stations, Mon., Wed., Fri., 4-4:15 p. m. for 52 weeks. Agency: Erwin, Wasey & Co. Inc., N. Y.

Radio Aids Ferry

AN ANNOUNCEMENT campaign for the Dyckman Street Ferry, New York, broadcast during the *On Parade* program of announcements and music that is a daily feature of WINS, New York, has produced a noticeable increase in traffic on the ferry, according to the Friend-Wiener Adv. Co. Inc., New York, which has not only renewed the announcements but has added the ferry to the participating sponsors in the Friday night broadcasts of the motorcycle races at Yankee Stadium on WINS.

STANDARD BRANDS Inc., New York (Fleischmann yeast), on July 4 starts for 13 weeks, *Werner Janssen*, musical program, featuring Werner Janssen, conductor, on 63 NBC-Blue stations, Sun., 3:30-4 p. m. (PST). Agency, J. Walter Thompson Co., New York.

RICHFIELD OIL Corp., Los Angeles (gas & oil), on June 30 started for 52 weeks, *Olsen & Johnson*, variety show, on 10 NBC-Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KFSD, KFBK, KWG, KMJ, KERN) and KTAR, Wed., 7:30-8 p.m. (PST). Agency, Hixson & O'Donnell Inc., Los Angeles.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 3 will start *Metropolitan Opera Auditions of the Air* on 57 NBC-Blue stations, Sun., 5-5:30 p. m. (EST). Agency: Cecil, Warwick & Legler Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (Palmolive), on May 28, started 41 participations in *Yankee Network News Service*, twice daily, five days weekly, ending June 25, on 13 Yankee stations. Agency: Benton & Bowles Inc., N. Y.

AMERICAN CEREAL Co., Clinton, Mass., (Weetabix), on June 7 started 12 participations in *Yankee Network News Service*, twice weekly, ending July 13, on 13 Yankee stations. Also 12 30-word announcements, twice weekly, a. m. and p. m., starting June 9 and ending July 16, on WNAC, WEAN, and WICC. Agency: H. B. Humphrey Co., Boston.

GEORGE BELSEY, Co., Los Angeles, (Southern California General Electric distributors), on June 11 started for 52 weeks, *Presenting David Broekman*, on 7 Mutual-Don Lee network stations, Fri., 7-7:30 p. m. (PST). Placed direct.

PACQUIN LABORATORIES Inc., New York (hand cream), on June 20 started for 13 weeks, *Behind the Microphone*, with Clinton (Buddy) Twiss, on NBC-KPO (only), Sun., 8-8:15 p. m. (PST). Agency: William Esty & Co. Inc., N. Y.

CADILLAC MOTOR CAR Co., Detroit (motor cars), on June 15 started for 6 weeks *The Royal Troubadors*, on 9 Mutual-Don Lee network stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KVOE, KXO), Tues., 7:30—8 p. m. (PST). Agency: MacManus, John & Adams Inc., Detroit.

HARVEY WHIPPLE Inc., Springfield, Mass., (Masterkraft oil burner), will start an 8-week campaign on WJZ, New York, early in September. Program to be broadcast from 6:35 to 6:45 p. m. on Tuesdays, will be titled *Castles of Romance* and will feature Alice Remson, George Griffin and the piano team of Al and Lee Reiser. Account is handled by Willard G. Myers, N. Y.

FACE to FACE with FACTS in spite of distance

FINDING an artist, checking an agency, clearing up last-minute details, and countless other rush jobs are simplified by using Long Distance.

A simple telephone call, across a few miles or many, brings you the facts you need — quickly, surely and *on time*. Simplifies your work. Speeds up decisions. For the telephone is the servant of any business that can't afford costly delays.

Long Distance rates to most points are now lower than ever. Time saved is money earned. Use your telephone *often*.

BELL SYSTEM — AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Renewal Accounts

BATHASWEET Corp., New York, (Bathasweet), on June 16 renewed for 13 weeks, *News, With Jimmy Vandiveer*, on 8 Mutual-Don Lee network stations (KHJ, KGB, KDB, KFRC, KDON, KGDM, KVOE, KXO), Mon., Wed., Fri., 7:45-8 a. m. (PST). Agency H. M. Kiesewetter Adv. Agency Inc., N. Y.

BRISTOL-MYERS Co., New York, (Ipana toothpaste and Sal Hepatica), on July 1 will renew *Town Hall Tonight* for 52 weeks on 54 NBC-Red stations, Wed., 9:10 p. m. (rebroadcast 12-1 a. m.). Agency: Young & Rubicam Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on June 29 renewed its broadcast for 52 weeks on 80 CBS stations *Benny Goodman's Orchestra*, Tues., 9:30-10 p. m. until Sept. 21, *Jack Oakie's College*, Tues., 9:30-10:30 p. m. beginning Sept. 28. Agency: William G. Esty Co., N. Y.

DURKEE FAMOUS FOODS Inc., Berkeley, Cal., (salad dressing), on June 15 renewed for 39 weeks, *Good Afternoon Neighbor*, on 8 CBS Pacific Coast and Mountain region stations (KNX, KSFO, KVI, KOL, KOIN, KFPY, KSL, KLZ), plus KOY, Tues., Fri., 2:45-3 p. m. (PST). Agency, Botsford, Constantine & Gardner, San Francisco.

AMERICAN HOME PRODUCTS Corp., New York (Edna Wallace Hopper cosmetics), on June 28 renewed *Romance of Helen Trent* on 30 CBS stations Mon. thru Fri., 12:30-12:45 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

FORD DEALERS of America, Dearborn, Mich., (automobiles) on July 6 renew *Watch the Fun Go By* with Al Pearce for 13 weeks on 83 CBS stations, Tues., 9-9:30 p. m. (repeat at midnight). Agency: N. W. Ayer & Son Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Anacin, Fly-Ded), on June 28 renewed *Our Gal Sunday* on 31 CBS stations, Mon. thru Fri., 12:45-1 p. m. Agency: Blackett-Sample-Hummert, Inc. N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate dental cream and powder), on July 8 renews *Your True Adventures* with Floyd Gibbons on 57 CBS stations, Thurs., 10-10:30 p. m. Agency: Benton & Bowles Inc., N. Y.

GENERAL MOTORS ACCEPTANCE Corp., New York (General Motors financing plan), on July 1 renewed for 13 weeks, *Views of the News*, with John B. Hughes, commentator, on 7 Mutual-Don Lee stations (KFRC, KHJ, KGB, KDB, KPMC, KDON, KXO), Mon. thru Sun., 6:45-7 p. m. (PST). Agency: Campbell-Ewald Co. Inc., N. Y.

AMERICAN HOME PRODUCTS Co., New Haven, Conn. (Three-in-One Oil, Fly-Ded, Old English Wax, Loius Phillipe lipstick, Bi-So-Dol, Anacin, Kolynos), on June 14 renewed *Mrs. Wiggs of the Cabbage Patch, John's Other Wife* and *Just Plain Bill* on 29 NBC-Red stations, Mon. thru Fri., 10-10:45 a. m. (rebroadcast, 1:15-2 p. m), each program taking 15 minutes and commercials being rotated among the various products. Agency: Blackett-Sample-Hummert Inc., N. Y.

FELS & Co., Philadelphia (Fels Naphtha soap), on July 19 renews *Tom, Dick and Harry*, singing trio, on 15 MBS stations, Mon., Wed., Fri., 1:15-1:30 p. m. Agency: Young & Rubicam Inc., N. Y.

NATIONAL OIL PRODUCTS Co. Inc., Harrison, N. J. (Admiracion shampoo and hair tonic), on July 18 renews *Fun in Swingtime* with Tim and Irene and Bunny Berrigan's orchestra on 15 MBS stations, Sun., 6:30-7 p. m. Agency: Charles Dallas Reach Adv., Newark.

KSAL, Salina, On the Air

NEWEST broadcasting station to go on the air is KSAL, Salina, Kan., which was inaugurated early in June with Andy Crockett (left), formerly of KFPI, Abilene, as manager. Shown with Mr. Crockett is R. J. Laubengayer, publisher of the *Salina Journal*, the licensee. Authorized to operate with 100 watts night and 250 watts day on 1500 kc., the station is Western Electric equipped throughout. Program manager is W. Wendell Elliott and chief engineer is N. E. Vance. Others on the staff are: Margaret Dalton, secretary; Carl Eberhardt, musical director; Russell Siner and Sid Tremble, continuity department; Paul Roscoe, sales and special events; Ilo M. Brown and Jean Seymour, operators; Bruce Robertson, announcer; Al Thompson, pianist; Frances Elliott, home economics; Andy Martin, Gus Sindt, Jim Mogg and Galen Williams, staff musicians.

GENERAL ELECTRIC Co., Schenectady (electric appliances), on July 12 renews *Hours of Charm* with Phil Spitalny's all-girl orchestra for 13 weeks on 52 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Maxon Inc., N. Y.

UNION OIL Co., Los Angeles, on July 20 renews for 13 weeks *Thrills*, dramatic sketch, on 10 NBC Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KFBK, KWG, KMJ, KERN, KTAR) and KGU, Tues., 9-9:30 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on June 28 renewed *Story of Mary Marlin* on 10 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m., and on 30 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), on June 29 renewed *Jimmy Fidler in Hollywood Gossip* on 53 NBC-Red stations, Tues., Fri., 10:30-10:45 p. m. Agency: H. W. Kastor & Sons Adv. Agency Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on June 28 renewed *Pepper Young's Family* on 15 NBC-Blue stations, Mon. thru Fri., 10:30-10:45 a. m., and on 51 NBC-Red stations, Mon. thru Fri., 3-3:15 p. m. Agency: Pedlar & Ryan Inc., N. Y.

J. W. MARROW Mfg. Co., Los Angeles (Mar-O-Oil shampoo), on July 25 renews *Henry Busse and His Orchestra* for 5 weeks on 10 NBC-Red stations, Sun., 11:45-12 noon. Agency: Baggaley-Horton & Hoyt, Chicago.

Standard Radio

Electrical Transcriptions
for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

PROCTER & GAMBLE Co., Cincinnati (White Naphtha soap), on June 28 renewed *Guiding Light* on 52 NBC-Red stations, Mon. thru Fri., 4:45-5 p. m. Agency: Compton Adv. Inc.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 28 renewed *Oxydol's Own Ma Perkins* on 9 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a. m. (EDST), and on 51 NBC-Red stations, Mon. thru Fri., 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on June 28 renewed *Vic & Sade* on 24 NBC-Blue stations, Mon. thru Fri., 11:30-11:45 a. m., and on 49 NBC-Red stations, Mon. thru Fri., 3:30-3:45 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on June 28 renewed *Personal Column of the Air* on 11 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m., and on 18 NBC-Red stations, Mon. thru Fri., 4:15-4:30 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on June 28 renewed *The O'Neills* on 10 NBC-Blue stations, Mon. thru Fri., 11-11:15 a. m., and on 38 NBC-Red stations, Mon. thru Fri., 3:45-5 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on June 28 renewed *Gospel Singer* on 31 NBC-Blue stations, Mon. thru Fri., 11:45 a. m.-noon. Agency: Compton Adv. Inc., N. Y.

KELLOGG Co., Battle Creek (breakfast food), on July 12 renews *Girl Alone* on 8 NBC-Red stations, Mon., thru Fri., 12-12-15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on June 29 renewed *Vic & Sade* on 27 NBC-Red stations, Tues., 10:45-11 p. m. Agency: Compton Adv. Inc., N. Y.

Network Changes

MACFADDEN PUBLICATIONS Inc., New York (*True Story Magazine*), on July 9 moves rebroadcast of *Court of Human Relations* on 7 NBC-Pacific Red stations to Fri., 11:30 p. m.

PONTIAC MOTOR Co., Pontiac, Mich., (motor cars), on July 5 switches *News Through A Woman's Eyes*, with Kathryn Cravens, commentator, from CBS New York to Hollywood.

STANDARD BRANDS Inc., New York (Tender Leaf tea), on Aug. 8 switches *One Man's Family*, dramatic serial, from NBC San Francisco to Hollywood.

FELS & Co., Philadelphia (Fels Naphtha soap), on July 19 will move *Jack Berch and His Boys* from 19 CBS stations, Tues., Thurs., 1-1:15 p.m., to 20 CBS stations (adding WJAS), Mon., Wed., Fri., 1-1:15 p.m. Agency: Young & Rubicam Inc., N. Y.

"IT'S GOT MOST OF THE LISTENERS... MOST OF THE TIME!"

The MILWAUKEE JOURNAL STATION WTMJ

GILLETTE SAFETY RAZOR Co., Boston (razor blades), on July 4 changes the name of its program from *Community Sing* to *Summer Hotel* and the time of broadcast on 91 CBS stations, Sun., from 10-10:30 p. m. to 8-8:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers), on July 5 changes *Boake Carter* from 23 CBS stations, Mon. thru Fri., to 59 CBS stations, Mon., Wed., Fri., retaining the same time, 7:45-8 p. m. repeat at 11:15 p. m. Agency Hutchins Adv. Co. Inc., Rochester, N. Y.

NASH-KELVINATOR Corp. (Kelvinator Division), Detroit (refrigerators), on July 3 moves *Professor Quiz* on 68 CBS stations, Sat., from 8-8:30 p. m. to 9-9:30 p. m.

LEVER BROS Co., Cambridge, Mass. (Spry), on July 8 moves *Aunt Jenny's Real Life Stories* on 52 CBS stations, Mon. thru Fri., from 1:45-2 p.m. to 11:45-noon. Agency: Ruthrauff & Ryan Inc., N. Y.

RABIN Co., Los Angeles (cosmetics), on June 13 moved *Just Between Us* from 4 MBS stations, Sun., 11:15-11:30 p. m. (repeat 12:15 a. m.) to 15 MBS stations, Sun., 2:15-2:30 p. m. (WOR, WGN, CKLW), (repeat 3:15 p. m., WLW, WAAB and Don Lee Network). Agency: Hays Macfarland & Co., Chicago.

BENEFICIAL MANAGEMENT Corp., Newark (financial), on June 29 moved *Your Unseen Friend* on 10 CBS stations, Tues., from 10:30-11 p. m. to 10-10:30 p. m. Agency: Albert Frank-Guenther Law Inc., N. Y.

GENERAL MILLS Inc., Minneapolis (Wheaties, Softasilk, Bisquick, Kitchen-Tested Flour), on July 9 moves *Gold Medal Feature Hour* on 32 CBS stations, Mon. thru Fri., to 1-2 p. m., no repeat. Agencies: Blackett-Sample-Hummert Inc., Chicago, and Knox Reeves Adv. Inc., Minneapolis.

CONTINENTAL BAKING Corp., New York, on July 19 moves *Pretty Kitty Kelly* on 43 CBS stations from 1:15-1:30 p. m. to 10-10:15 a m., repeat 4:15 p. m. Agency: Benton & Bowles Inc., N. Y.

FTC Stipulations

THE Federal Trade Commission announces stipulations by the following concerns to cease or modify claims regarding their radio-advertised products: Bristol-Myers Co., for Ipana and Vitalis; B. C. Burden, trading as Lincoln Engineering School, Lincoln, Neb., correspondence course; Zerbst Pharmacal Co., St. Joseph, Mo. (Ulypto cough drops); Compagnie Parisienne Inc., trading as H. U. Rhodius, San Antonio, perfumes and cosmetics; Grove Laboratories Inc., St. Louis (Emulsified nose drops). Allura Inc., Sacramento, has been ordered to cease alleged unfair claims made for its eye lotion.

"In The Good Old SUMMER TIME"

THAT'S the theme melody these days at WGES. There's no such thing as a summer lull here. There hasn't been in the many years we have carried on an honest, intelligent service to our listeners and advertisers. That's why WGES is FIRST with local advertisers in Chicago!

WGES

"In The Heart Of Chicago"

Lemuel E. Cheek

LEMUEL E. CHEEK, 45, chief machinist of WFAA, Dallas, was instantly killed June 23 when his car overturned at a sharp curve on the Lake Dallas road, 30 miles northwest of Dallas. Mrs. Cheek was in a serious condition with her legs broken and her pelvis fractured. Their son, Lloyd, 20, was knocked unconscious, but not seriously injured. Everett Myers, 17, a neighbor friend of Lloyds, received a broken arm. The four were on the way to Lake Dallas for a fishing party.

Hotel Installs

HOTEL TAFT, New York, is at present installing radio receivers in every room, which will give every guest the choice among the broadcasts of four New York stations and the wired-radio presentations of Muzak, Inc. This is said to be the first Muzak installation in hotel bedrooms, this service usually being limited to restaurants and reception rooms.

Late Personal Notes

GENE FROMHERZ, head of the J. Walter Thompson spot department in Chicago, left June 29 for a two-week vacation in Banff, Canada. He will stop off at Tacoma, Wash., for three days where he will be the guest of Ed J. Jansen, commercial manager of KVI.

JAMES V. PEPPE, formerly director of the dance-band department of Columbia Artists Bureau and previously operator of a number of ballrooms in Ohio, has been appointed general manager of Wilson, Powell & Hayward, New York program production agency. The firm's three principals as well as its new general manager are all CBS alumni.

DAVID McCOSKER of the executive staff of KFWB, Hollywood, Warner Bros. station, is in New York for a protracted stay in connection with station sales. He is headquartering at the Essex House.

SAM BROWN, formerly with KYW, Philadelphia, and prior to that on NBC's Washington staff, has joined WMCA, New York, where he announces the *Thrilling Detective Drama* and *Fire Star Final* programs.

VIC HURLEY, author of several books about the tropics, has joined the continuity staff of KOMO-KJR, Seattle.

ARMSTRONG PERRY, formerly with the National Committee on Education by Radio, who was badly injured in an airplane crash last April in Venezuela, is reported recovering very favorably in a hospital in Caracas.

NORMAN BOTTERILL, formerly of CFAC, Calgary, has joined the production staff of CJCA, Edmonton.

LEON WOMMACK, for two years assistant manager of several theaters in Clovis, N. M., has joined KICA, Clovis, as commercial manager.

ROBERT GEMIS and Henry J. Davis have been added to the sales staff of WWSW, Pittsburgh.

BILL SHARPE and Sid Parks, formerly of KADA, Ada, Okla., have joined KICA, Clovis, N. M.

BRANHAM Co., newspaper and radio station representative, has moved its New York offices to the New York Central Bldg., 230 Park Ave. The phone is Murray Hill 6-1860.

LEGAL

ARTHUR GEORGE MACLEAN, JR.

Would Arthur George Maclean Jr., formerly of Toronto, please communicate with The Toronto General Trusts Corporation where he will learn of something to his advantage.

THE TORONTO GENERAL TRUSTS CORPORATION
253 Bay St., Toronto, Canada
Executor and Trustee Estate late Arthur George Maclean of Toronto.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Experienced announcer-continuity writer at 5,000 watt network station in southeast. Salary one hundred thirty-five dollars monthly to start. Box 718, BROADCASTING.

Experienced, substantial person share in control and financing new local stations in Chicago, New York, Los Angeles. Box 717, BROADCASTING.

Situations Wanted

Desire managership, assistant or position station with advancement. Twelve years' experience; announce, sing, do sports, news, on network; have managed several stations. Working at present, married (wife plays organ and piano); go anywhere. Box 715, BROADCASTING.

Creative salesman, college trained, successful record, desires position on sales staff in city 50,000 or over, mid-west preferred. 5 years' radio (3 production and continuity, 2 sales), all network station experience. 28 years; married. Box 714, BROADCASTING.

Announcer, licensed radio operator, experienced, desires new connection with broadcast station. Box 713 BROADCASTING.

Successful sales manager competent and capable of resuming responsibilities is anxious to join a progressive radio station or advertising agency. Willing to travel anywhere. College graduate. Single. 28. Background includes three years of newspaper work of all phases, one year of market analysis and research statistics, and two years in the selling field. Excellent references. Box 719, BROADCASTING.

Radio news editor: crisp news, vivid dramatizations, unique features. College graduate. Two years experience. Candid references. Box 694 BROADCASTING.

Wanted to Buy

Used Western Electric 10-A Receiver. Must be in good condition. State price and details to Box 716, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new) direct reading: Estiline Angus Automatic Recorder for fading on distant stations GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

FOR SALE

Great Sacrifice
Western Electric
1 Kw. 106 B
Transmitter

A well-known Radio Station, which recently has been granted a permit to operate at a higher power will sell a Western Electric 1 kw. 106 B transmitter which cost in excess of $20,000 for $2,500.

The transmitter is in excellent operating condition and complete with Western Electric Crystal control, all tubes, and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation on any power from 100 watts to 1 kw.

Ideal for police department or airport service.

The transmitter may be inspected at any time.

Correspondence is invited from anyone interested in securing this equipment at an exceptionally low bargain price.

Box 705, BROADCASTING

WHEN RUSSIAN FLYERS LANDED

Radio on the Job in a Hurry as Soviet Airmen —Land at Vancouver Airport, Wash.—

FLYERS GREETED—Eddy King and Don Austin, announcers of KGW, Portland, (left photo) just before Soviet flyers took off for Oakland Airport. In right photo Soviet Ambassador Troyanovsky speaks into a CBS microphone held by Bob Dumm, special events commentator of KSFO, San Francisco, and Gene Krischer, public relations chief, as the flyers arrived at Oakland.

By W. CAREY JENNINGS
Manager, KGW-KEX, Portland, Ore.

"THE RUSSIAN flyers have landed!"

Those five words electrified the nation through the medium of radio on Sunday morning, June 20. It was a scoop for NBC, Red and Blue outlets, for through the showmanship, efficiency and cooperation of every member of the staff of KGW and KEX, NBC outlets in Portland, Ore., a worldwide scoop was arranged.

Behind those five words is the story of radio—the story of a radio staff trained in the same school as the reporters of a giant newspaper, for KGW and KEX are operated by the *Portland Oregonian*.

Two days before the Russian plane was scheduled to arrive at Oakland, Cal,. the staff of KGW-KEX had arranged remote lines to Swan Island Airport in Portland. It was the news hunch of a possibility that the sturdy, low-winged monoplane carrying the stout-hearted Russian crew from Moscow, Russia, across the North Pole over the northern part of the American continent, might be forced down at Portland that put the whole staff to work getting material on the flyers, their plane and also to calling the Army Air Base at Pearson Field at Vancouver, Wash.—just across the Columbia River from Portland.

Hours of checking with every government and private individual that might have information of the plane followed; not a single contact, from getting a Russian interpreter to checking spare mikes, was overlooked.

Rumors and Tips

All night long the staff watched the Swan Island Airport, but only conflicting reports were received—that the plane was down—that an oil pump had caused a forced landing—that the plane was lost. In the early grey-hours of a rain-soaked Sunday with newshawks, and news cameramen on the scene, a flash came that the plane had landed at Vancouver, Washington, twelve miles away.

A scene of action. Telephone lines were ordered; a cab rushed for the Russian interpreter; a riot of reports, newsreel men, cameramen, Chamber of Commerce officials headed toward the Columbia River. The first to arrive at Pearson Field, Vancouver, was an *Oregonian* camera man with a reporter; the second car on the field—riding close on the bumper of the first—carried Clark Sanders, technician, Jack Little and Eddie King, announcers of KGW and KEX. Lines were run; telephone men swarmed over poles; and before the third member of the Russian crew had left the plane, Eddie King was getting first-hand information from the flyers. The Russian interpreter had arrived on the field, having gotten out of bed and dressed in the taxicab—a drive of over 15 miles in twenty minutes.

The production department under Merton H. Bories had contacted NBC's San Francisco office and at 9:45 a. m. a 15-minute broadcast went out from Pearson Field, an army air base, in Vancouver, Wash. It was a scoop for radio! As soon as this 15-minute broadcast was completed, plans were immediately under way for another hookup the earliest possible moment after the arrival of Alexander A. Troyanovsky, Ambassador from the Soviet Union to the United States. Details were completed and at 6:45 p.m. another broadcast was on the air during which time the Ambassador, as interpreter, interviewed the three flyers, pilot Valeri Chekalov, co-pilot Georgi Baidukov, and navigator Alexandri Beliakov. This broadcast not only was heard throughout the United States, but through the facilities of RCA was released in Soviet Russia.

The second day of the flyers' visit in Portland, a public appearance and an exclusive KGW-KEX radio broadcast were arranged from the Portland Chamber of Commerce, at which time the three flyers spoke briefly in Russian to the visible as well as the air audience through their interpreter, Arthur A. Tarlow, prominent Portland attorney.

The final exclusive KGW-KEX radio activity took place in the afternoon with a 30-minute broadcast from the Swan Island Airport from which point the three famous Russian flyers and Ambassador Troyanovsky boarded a southbound United Air Lines plane for Oakland, Cal. The flyers were again interviewed for the air audience, and in their native tongue thanked the people of Portland for their kindness and hospitality, all of their remarks being interpreted by Ambassador Troyanovsky.

* * *

Other Stations Active

BROADCAST facilities of the nation concentrated on Vancouver Airport, Washington, when the Moscow-San Francisco flyers landed early June 20. Networks and stations gave the event intense coverage, and broadcasts were shortwaved to Russia and other countries.

MBS claimed a scoop when it sent a flash on the actual landing shortly after 12:30 p. m. (EDST) June 20. The network had been on the air from KFRC, San Francisco, with frequent bulletins.

KSFO, San Francisco, presented an all-night broadcast from Oakland airport while awaiting the airmen. Bob Dumm and Alan Sheppard interviewed prominent air personalities for KSFO, which keyed some of its programs to CBS. When the airmen arrived June 21 in a chartered plane from Vancouver, they were interviewed, with Ambassador Troyanovsky acting as interpreter.

Announcers and technicians of KOIN, Portland, dropped Sunday holiday plans when the flyers unexpectedly landed at Vancouver. On orders from Roy Hunt, manager, and Johnny Walker, production manager, lines were laid and Chief Announcer Stan Church began to arrange broadcasts. In cooperation with KGW, Ambassador Troyanovsky was interviewed and the program released to NBC and CBS.

The New Resonoscope

SEEING, rather than hearing, whether a radio vocalist or musical instrument is true to pitch, now is possible to control room engineers and production men through the application of a novel new electronic instrument known as the Resonoscope. Developed by the Allen B. DuMont Laboratories, Upper Montclair, N. J., it is claimed to determine musical quality by the eye far more exactly than the ear. A special cathode-ray oscillograph used in conjunction with a standard set of musical frequencies representing the 12 notes of the chromatic musical scale does the trick. The Resonoscope already is measuring sound at a glance in a number of broadcast studios.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

QUESTION
why are WCOA advertising messages always assured maximum listening audience?
ANSWER:
Because Florida's west coast is a radio "blind spot" where WCOA only is well received!
WCOA
PENSACOLA · FLORIDA
National Representatives, JOHN H. PERRY Associates

RADIO OUTLINE MAPS of the UNITED STATES
Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.
The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.
PRICES
25 Copies $2.00
50 Copies $3.75
100 Copies $5.00
200 Copies $9.00
Single Copies 10c
BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

Irremovable Shows: New WWJ Policy

Please Listener First, Then Sponsor and Network

By W. J. SCRIPPS
General Manager, WWJ, Detroit

EDITOR'S NOTE: This is not an article. It is a most significant news story for it commits one of the country's foremost stations to a definite plan of "balanced programming" with or without commercial sponsorship. It warrants the study of every man interested in radio, for it may be the forerunner of a new era in programming—just as WWJ's pioneer operation in 1920, along with KDKA, led to development of the present broadcast structure. The author was elected an NAB vice-president at the Chicago convention.

THE RADIO industry stands today at the parting of the ways. Two roads, directly opposite each other, confront the broadcaster. If he chooses one, he stands a good chance of helping radio die through sheer listener boredom. If he takes the other, he can help radio reach undreamed-of heights in listener appreciation and satisfaction. The first is the easy way, a way "paved with gold" for at least part of the distance. The latter is the stoney path — requiring wisdom, foresight, balance, and perhaps the expenditure of much cash before the end is reached.

Mr. Scripps

Briefly, these two ways are Commercial Policy, to some form of which American radio is committed. The decision lies in the question as to whether programs shall be built and placed purely to the satisfaction of the sponsor, or whether the listener shall be considered.

The Way Out

Hitherto, the sale of radio time for commercial purposes has been conducted virtually in an open market, with "first come, first served", and "caviat emptor" as the order of the day.

The result is that programs are a hodge-podge. Like programs follow like programs, variety shows follow variety shows, and baseball resumes follow baseball resumes. Children's programs follow children's programs, and " family life" programs follow "family life" programs.

All this, the writer thinks, doesn't make sense. He believes that if this type of programming keeps up, it ultimately will result in wearying the radio audience to the point of listlessness or utter indifference.

What is the solution?

Pioneering again in this field of new thought in radio, WWJ—the *Detroit News* station, America's pioneer broadcaster — believes it's merely a matter of proper programming, rigidly applied.

We at WWJ recognize the fact that the listeners can't take a hand in the programming — and the sponsor, with his eye always on sales, doesn't—so that leaves the whole business squarely up to the broadcaster.

Using our own station—WWJ—, to cite a specific case, we are taking a firm stand as to programming. We do not intend to modify this stand no matter what the pressure, temptation or the cost. In brief, here is WWJ's policy as it will be effective with the return of New York to Eastern Standard Time:

Being a Red NBC station, WWJ has available, among other periods, for studio broadcasting, one half-hour each evening, from 7:30 to 8, Monday through Saturday, during the seven months of the year that New York is on EST.

In that half-hour each night, WWJ's production department will build a fine program, constructed with a view to its balance with the rest of the evening's entertainment. If a script show precedes the half-hour, and a swing band follows it, the show probably will be a symphonic presentation. If variety shows and comedy are the order of the night, the studio half-hour may be devoted to a fine drama.

Client Must Buy Show

Now here is where the plan works out. Once established in these periods, each of these specially-built, balancing programs will be *kept there*. Any inquiries as to their availability for sponsorship will be answered on the basis that the prospective client *must* sponsor the program already established in that time. He cannot change the show's complexion, nor can he kill it.

Present plans divide the six nights of the week among drama, symphonic music, swing music, variety and education. Each program will strive for maximum excellence in its own field, and once attained, each program will be kept in its particular period indefinitely, *whether sold or not*, and each period definitely will be unavailable for sponsorship, unless the program already established is the sponsor's choice.

Each program will be an audience show—playing to around 350 people in WWJ's auditorium studio.

WWJ is not planning to work out this policy in its 'off' hours, but is instituting it in the prime available periods. Gradually, it is the plan to extend the same method of operation throughout the broadcasting day, until WWJ is able to offer its listeners a balanced schedule of fine radio programs for every hour it is on the air.

We at WWJ feel that the network has considered a similar plan, and it is part of WWJ's hope that, eventually, the network will lay out its broadcasting program along the same lines. It is hoped that WWJ's pioneering in this field will serve to point the way for the whole industry.

We believe most of the criticism now directed at commercial broadcasting would be silenced by the development of such a plan. Along with program balancing would go the same firm control over commercial credits and commercial copy, of which we have been talking so long, so many years, but about which so little has been done.

That's why we say that the radio industry stands today at the parting of the ways—on the threshold of a glorious listener satisfaction or on the abyss of listener boredom and indifference. The path we choose vitally will affect the entire structure and future of broadcasting. . . . Which will it be for you, Mr. Broadcaster? WWJ already has made its choice.

OFFICES ENLARGED BY HEARST RADIO

HEARST RADIO Inc., representing the 10 Hearst-owned stations and the California Radio System in the national field, announced June 29 that as of July 1 it was removing its executive and national sales offices from 959 Eighth Ave. to 20 E. 57th St., New York City. Business has more than doubled in the last year, said the official announcement, making more office space imperative. New quarters more than triple the space formerly occupied in the Hearst Magazine Bldg., occupying a full floor of the new address.

E. J. Gough, vice-president and general manager of Hearst Radio Inc., and J. Curtis Willson, recently appointed national sales manager to succeed M. H. Peterson, have their headquarters in the new building. The Hearst stations are WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; WINS, New York; KEHE, Los Angeles; KYA, San Francisco; KTSA, San Antonio; KOMA, Oklahoma City; KNOW, Austin, Tex., and WACO, Waco, Tex. The California Radio System comprises Hearst's KEHE and KYA and the four McClatchy stations in California—KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

Crampton to Hollywood

J. SAVINGTON CRAMPTON, head of the New York radio department of William Esty & Co., has been placed in charge of the agency's Hollywood offices succeeding Sam Moore, resigned. Moore will free lance in writing for radio and pictures. Others to leave the Hollywood staff are Bob Redd, producer and Angers Woolley, writer. Mr. Crampton, who was associated with J. Walter Thompson Co., New York, before joining the William Esty & Co., will personally produce the CBS *Benny Goodman's Swing Show* program, sponsored by R. J. Reynolds Tobacco Co. (Camels). His associate producer will be Harry Holcomb. George Corey has been added to the staff as writer. He also was at one time associated with J. Walter Thompson Co., and was writer for the RCA NBC *Magic Key* program since its inception.

Photo by NBC

GAY FOR THE KIDDIES—Colored murals depicting growth of NBC children's programs during the last decade have been completed in Radio City. The ninth floor has been decorated with favorite NBC radio characters, depicted in fairy book design by "Jolly Bill" Steinke and his 23-year-old daughter, Bettina. Basic sketches and color work, as well as a portrait of Walter Damrosch, are by Miss Steinke while her father was responsible for black outlines and imaginative touches. The murals have been attracting wide attention at Radio City.

Swicegood Is Appointed To Be WAGA Manager With Transfer to Atlanta

JESSE M. SWICEGOOD, native Atlantan formerly with the WSB engineering staff and more recently in charge of the three Georgia stations operated by the J. W. Woodruff interests, will become manager of the new WAGA after its transfer from Athens, Ga. into Atlanta. The 500-watt WAGA on 1450 kc. is now operating in Athens as WTFI, but its removal into Atlanta is expected to be completed by Aug. 1 or 15, having been authorized by the FCC.

WAGA will be operated by the *Atlanta Journal*, owner of WSB, which holds 40% interest in the Liberty Broadcasting Co., licensee corporation, in which Norman K. Winston, New York real estate and investment broker holds 50% of the stock and Harold A. Fafount, former Federal Radio Commissioner, 10%. The new station will be under the general direction of Lambdin Kay, WSB manager. Mrs. Chester Fulmer, formerly with WGST and WATL in Atlanta, will head the continuity department, and a staff of about 20 more will be announced shortly.

The WAGA transmitter site is situated three miles east of the center of Atlanta, where installation of a 1,000-watt RCA transmitter and erection of a 375-foot Truscon vertical radiator is now being made. Studios are being built in 5,000 feet of floor space in the Western Union Bldg., adjacent the *Atlanta Journal*. The new quarters will also house the *Journal* radio news staff comprising Ernest Rogers, Edwin Camp, Douglas Edwards and Walter Paschell.

ASCAP Bill Deferred By Illinois Legislature

WITH the adjournment of the Illinois Legislature June 30, the anti-ASCAP bill, which was tabled by the house on June 14, has no chance of passing now until the Illinois body convenes again in January, 1939. Introduced by Rep. Leo D. Crowley of Peoria (18th senatorial district), on March 29 the bill, number 567, was passed on to the committee on License and Miscellany, which recommended its passage on June 9. However, since it was not acted upon since its tabling June 14, it will have to be reintroduced again in the 1939 session if any action is desired on the bill.

In substance the bill prohibited owners of copyrighted vocal or instrumental musical compositions from forming organizations to control the sale and use of such compositions and fix license fees and other exactions. It also provided that authors, composers and publishers of such compositions must act independently. The bill provided for a penalty which would have been imposed on anyone collecting money as a part of any such organization.

Paley Sails June 30

WILLIAM S. PALEY, president of CBS, and Mrs. Paley were to sail June 30 on the *Normandie* for a European vacation.

Garrison & Co. Formed

W. W. GARRISON & Co., Chicago, new advertising agency, has been formed with offices at 400 N. Michigan Ave. The agency is headed by W. W. Garrison, president and treasurer, formerly vice-president of McJunkin Advertising Co., Chicago, with H. P. Falvey and George Schill, also formerly with the McJunkin agency, vice-president and secretary respectively. The new firm will handle the black and white advertising of the W. A. Schaeffer Pen Co., Fort Madison, Iowa, with Baggaley, Horton & Hoyt, Chicago, continuing to place the pen company's radio business. The Chicago Roosevelt Steamship Co., through the new agency, is now running a summer campaign for its lake boat trips over WGN and WIND.

Songwriters See Boost Likely in Record Fees

THE FIGHT of the Songwriters' Protective Association for a greater share of the mechanical rights paid by transcription makers [BROADCASTING, June 1 and 15] is nearing an end, and apparently a successful one for the writers. Starting with a declaration by the SPA in May that after June 1 it would itself take over and handle the mechanical rights to music written by its members, which had heretofore been administered by the Music Publishers Protective Association, and continuing through a series of stormy meetings between the committees of the two organizations, the affair has now reached the stage where the SPA and MPPA attorneys are drawing up an agreement for submission to the membership of each group.

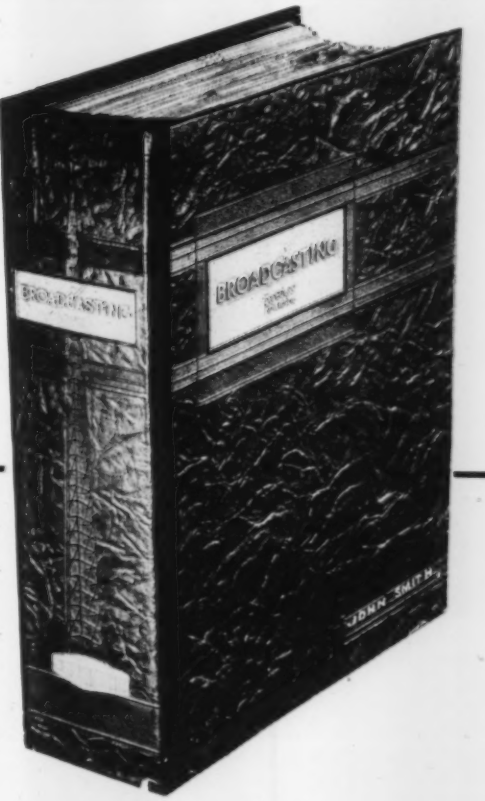
The terms, which will probably be accepted by both sides, are said to leave the administration of mechanical rights in the hands of the MPPA, but with an accountant kept in the MPPA offices to look after the SPA interests, and to increase the writers' share of the proceeds from 33⅓% to 50% of the amount collected from the recording firms.

Rowell to Washington

ELWYN J. ROWELL, director of the New England Radio News Service, market news cooperative supplying farm information through WBZ-WBZA, Boston-Springfield, has been named market news specialist of the U. S. Department of Agriculture. He will work under Roy E. Hendrickson, information director of the Bureau of Agricultural Economics. Mr. Rowell was feted at a testimonial dinner June 15, staged by his New England associates, with John A. Holman, NBC New England manager, as one of the speakers.

RICHFIELD OIL Corp., Los Angeles (gas & oil), has renewed for 52 weeks its contract with United Press to supply news for the 10-minute *Richfield Reporter*, heard six nights weekly on 7 NBC-Pacific Red stations. Agency is Hixson-O'Donnell Inc., Los Angeles.

WHAL are the new call letters assigned to the new 500-watt daytime station on 950 kc. at Saginaw, Mich. which the FCC recently authorized Edmund C. Shields and Harold F. Gross to construct. Former call assignment was WJOY.



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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JUNE 14 TO JUNE 29 INCLUSIVE

Applications . . .

JUNE 14

WINS, New York, CP new trans., increase 1 to 5 kw, change ltd. to unl., directional antenna, move trans.

KGFI, Brownsville, Tex.—Mod. CP new equip. antenna, move studio.

NEW, Harwell V. Shepard, Denton, Tex.—C 1420 kc 100 w D.

KHQ, Spokane, License for CP as mod. change equip., increase power, move trans.

KIT, Yakima, Wash.—Mod. CP new trans., antenna, change freq., power etc. for approval trans. site.

JUNE 15

WNEL, San Juan, P. R.—CP change antenna, change 1290 to 590 kc.

NEW, WAVE Inc., Louisville—CP 610 kc 250 w 500 D unl.

KATE, Albert Lea, Minn.—Mod. CP as mod. new station to change equip., approval antenna, trans. and studio sites.

NEW, Martin R. O'Brien, Aurora, Ill. —CP 1240 kc 250 w D, amended to 1250 kc.

NEW, Roberts-McNab Co., Livingston, Mont.—CP 1310 kc 100 w 250 w D unl.

JUNE 16

WJSV, Washington—CP new trans., increase 10 to 50 kw directional, move trans.

WTAR, Norfolk, Va.—License for CP increase power, etc.

WQAN, Scranton—Mod. license 500 w to 500 w 1 kw D.

WCHV, Charlottesville, Va.—Mod. license unl. D Sh.-WEED N to unl., contingent grant WEED applic. change freq.

WLW, Cincinnati—Extension exp. auth. 500 kw directional.

NEW, M. M. Valentine, Laredo, Tex.—CP 1310 kc 100 w 250 w D unl., amended to 1500 kc.

NEW, William C. Smith, Bogalusa, La. —CP 1470 kc 100 w D amended to 1310 kc change D to unl.

WAML, Laurel, Miss.—CP increase D to 250 w.

KFJZ, Fort Worth—Auth. trans. control to Ruth G. Roosevelt.

KOB, Albuquerque, N. M.—License for CP as mod. new trans.

JUNE 19

WICA, Ashtabula, O.—Mod. CP change antenna, trans.

WJBK, Detroit—CP Change 1500 kc to 1510 kc, increase 100 w 250 w D to 1 kw N & D, move trans.

WGCM, Mississippi City—License for CP new trans.

KNEL, Brady, Tex. — License for CP change equip., increase power.

WKAT, Miami Beach, Fla. — Mod. CP change equip.

NEW, John P. Harris, Hutchison, Kan. —CP 1200 kc 100 w 250 w unl., amended to 710 kc 1 kw D.

KFBK, Sacramento—CP increase 5 to 10 kw.

JUNE 21

WAAB, Boston—Mod. license N to 1 kw.

NEW, George B. Storer, Pontiac, Mich. —CP 680 kc 1 kw D, amended to 800 kc.

KRGV, Weslaco, Tex.—License for CP increase power.

WILL, Urbana, Ill.—CP change trans., increase 1 to 5 kw.

NEW, Hollenbeck Heights Christian Church, Los Angeles—CP 1170 kc 100 w ltd.

KTMS. Santa Barbara, Cal.—Mod. CP to directional antenna.

JUNE 22

WORL, Boston—License for CP change equip.

NEW, W. C. Irvin, Amarillo, Tex.—CP 1500 kc 100 w 250 w D unl.

KSEI, Pocatello, Id.—Mod. license N 250 to 500 w.

JUNE 26

WQDM, St. Albans, Vt.—Mod. license spec. to D to LS Cleveland, amended to D only.

WGAR, Cleveland — CP new trans., increase 500 w 1 kw D to 5 kw N & D, amended to 1 kw 5 kwD.

NEW, WMBG, Richmond, Va.—License for CP as mod.

NEW, Sam Houston Brdcstg. Assn., Huntsville, Tex.—CP 1500 kc 100 w D.

NEW, Carl Latenser, Atchison, Kan.—CP 1420 kc. 100 w D.

Examiners' Reports . . .

NEW, Clarence A. Berger & Saul S Freeman, Couer d'Alene, Id.—Examiner Seward recommended (I-436) that applic. CP 1200 kc 100 w D be granted.

NEW, Valley Brdcstg. Co., Youngstown, O.—Examiner Dalberg recommended (I-437) that applic. CP 1350 kc 1 kw unl. be denied.

NEW, Chase S. Osborn Jr., Fresno, Cal. —Examiner Bramhall recommended (I-439) that applic. CP 1440 kc 500 w unl. be granted.

WPEN, Philadelphia; WRAX, Philadelphia — Examiner Berry recommended (I-440) that applic. Clarence H. Taubel and John Iraci, to transfer control of William Penn Brdcstg. Co. and WRAX Brdcstg. Co. from Clarence H. Taubel to John Iraci, be granted; that applic. WPEN for modif. license 250 w 500 w D, to 1 kw D & N, directional be granted; that applic. WPEN modif. license Sh.-WRAX to unl. and requesting facilities of WRAX, be granted; contingent upon the granting by the Commission of the application for transfer of control of WPEN-WRAX from Clarence H. Taubel to John Iraci; that if recommendations above concurred in, that applic. WRAX be denied; that if recommendations in Sections 1-3 hereof are not concurred in by Commission, it is recommended: (a) That applic. WPEN for mod. license to increase power from 250 w and 500 w D, to 1 kw D & N, directional and sharing with WRAX, be granted; and (b) that applic. WRAX for mod. license to increase 250 w 500 w LS to 1 kw D & N, directional and Sh.-WPEN be granted; that the granting of either application for modification of license should be conditioned upon a compliance with Rules 131, 132 and 139.

NEW, Waterloo-Times-Tribune Pub. Co., Waterloo, Ia.—Examiner Hill recommended (I-441) that applic. CP 1370 kc 100 w D be denied.

NEW, Schuylkill Brdcstg. Co., Pottsville, Pa.; Pottsville News & Radio Corp., Pottsville, Pa.—Examiner Dalberg recommended (I-442) that applic. Schuylkill Brdcstg. Co. CP 580 kc 250 w D be granted; that Pottsville News & Radio Corp. applic. same facilities be granted.

NEW, Twin City Brdcstg. Corp., Longview, Wash.—Examiner Hyde recommended (I-443) that applic. CP 780 kc 250 D be granted.

NEW, W. T. Ottaway, Port Huron, Mich.—Examiner Bramhall recommended (I-444) that applic. CP 1370 kc 250 w D be denied.

NEW, Phillip Jackson, Brunswick, Ga.—Examiner Bramhall (I-445) that applic. CP 1420 kc 100 w D be dismissed with prejudice.

WABY, Albany—Examiner Irwin recommended (I-446) that applic. increase D to 250 w be granted.

NEW, Amarillo Brdcstg. Co., Amarillo, Tex.—Examiner Dalberg recommended (I-447) that CP 1500 kc 100 w unl. be dismissed without prejudice.

NEW, Columbia Radio Co. Inc., Columbia, S. C.; Carolina Adv. Corp., Columbia —Examiner Hill recommended (I-448) that applic. Columbia Radio Supply Co. CP 1200 kc 100 w unl. be denied; that applic. Carolina Adv. Corp. CP 1370 kc 100 w LS be unl.

NEW, W. E. Whitmore, Hobbs, N. M.—Examiner Dalberg recommended (I-449) that applic. CP 1500 kc 100 w D be granted.

NEW, John D. Fields Inc., Las Vegas, Nev. — Examiner Seward recommended (I-450) that applic. CP 1370 kc 100 w unl. be dismissed with prejudice.

KROY, Sacramento — Examiner Berry recommended (I-451) that applic. change 1210 kc 100 w D to 1340 kc 250 w 1 kw LS unl. be denied.

KSD, St. Louis; KFUO, Clayton, Mo.—Examiner Seward recommended (I-452) that applic. KSD mod. license Sh.-KFUO to unl. be denied; that applic. KSD for renewal be granted subject to hours assigned KFUO; that applic. KFUO for halftime on 500 kc. be granted; that applic. KFUO for renewal be granted.

Decisions . . .

JUNE 15

APPLICATIONS GRANTED:

KOBH, Rapid City, S. D.—CP new equip., increase D to 250 w.

KFXM, San Bernardino, Cal. — CP change equip.

KDLR, Devils Lake, N. D.—CP move trans., instal. vert. antenna.

KSOO, Sioux Falls, S. D.—CP. vert. antenna.

KTAT, Fort Worth; WNOX, Knoxville; WISN, Milwaukee; KFVD, Los Angeles; WBBZ, Ponca City, Okla.; KLRA, Little Rock; KSAL, Salina, Kan.—License for CP.

KWNO, Winona, Minn.—Mod. CP trans., studio sites, new equip., vert. radiator.

WDAF, Kansas City—Mod. CP change equip.

WNOX, Knoxville; WCPO, Cincinnati —Mod. license to Scripps-Howard Radio Inc.

WTAQ, Green Bay, Wis.—Mod. license change directional antenna.

SET FOR HEARING—NEW, Capitol Brdcstg. Co. Inc., Raleigh, N. C., CP amended to 1210 kc 100 w 250 w D unl.; NEW, Gerald A. Travis, La Porte, Ind., CP amended to 1420 kc 250 w D; NEW, J. T. Griffin, Oklahoma City, CP 1310 kc 100 w 250 w D unl. (facilities KFXR); WFBL, Syracuse, mod. license to 5 kw unl. (before Divison); WJAX, Jacksonville, Fla., exp. auth. increase 1 to 5 kw N. (before Division); NEW, Hampden-Hampshire Corp., Holyoke, Mass., CP amended to 1240 kc 500 w 1 kw D unl. directional.

SPECIAL AUTHORIZATION—WBNY, Buffalo, temp. auth. unl. (provided WSVS is silent).

APPLICATIONS DISMISSED (request of applicants)—WMIN, St. Paul, 1400 kc 250 w unl.; KFBB, Great Falls, Mont., 950 kc 5 kw unl.

ACTION ON EXAMINERS' REPORTS:

NEW, Owensboro Brdcstg. Co., Owensboro, Ky.—CP 1500 kc 100 w unl., sustaining Examiner Hyde.

NEW, Harold M. Finley & Mrs. Eloise Finley, La Grande, Ore.—CP 1420 kc 100 w 250 w D unl., sustaining Examiner Seward.

NEW, Edwin A. Kraft, Petersburg, Alaska—Denied CP 1420 kc 100 w unl., reversing Examiner Hyde.

WJAR, Providence—Granted CP change equip., increase 1 kw to 1 kw 5 kw D unl. directional, sustaining Examiner Walker.

NEW, Okmulgee Brdcstg. Corp., Okmulgee, Okla.—CP 1210 kc 100 w D, sustaining Examiner Seward.

WAPO, Chattanooga—CP new trans., increase 100 w to 100 w 250 w D, change D to unl., sustaining Examiner Bramhall.

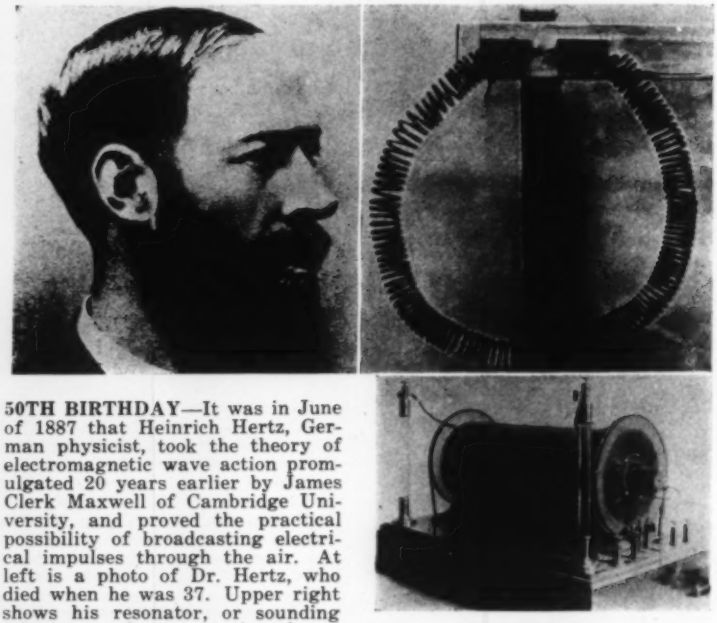
WHBB, Selma, Ala.—Granted mod. license change D to unl. 1500 kc 100 w, sustaining Examiner Seward; granted vol. assign. license to Selma Brdcstg. Co., sustaining Examiner Seward.

ORAL ARGUMENTS GRANTED—10-7-37: Pacific Acceptance Corp., San Diego, Cal.; Smith, Keller & Cole, San Diego; WSAU, Wausau, Wis.; R. R. Jackman et al, Lawrence, Kan., and Kansas City Star Co., Kansas City; 10-14-37: Troy Brdcstg. Co. Inc., Troy, N. Y.

DATE OF ORAL ARGUMENT CHANGED — Peninsula Newspapers Inc., Palo Alto, Cal.; Northern Corp., Boston; KARK, Little Rock; Arthur H. Croghan, Minneapolis.

MISCELLANEOUS—KFOR, Lincoln, Neb., granted continuance hearing, petitions in opposition dismissed; NEW, T. E. Kirksey, Waco, Tex., denied reopening case for additional evidence and dismissed WACO motion as intervenor, dismissed WRBC, WDBJ and KROW motions; Southwest Brdcstg. Co., Prescott, Ariz., granted change place of hearing on applic. W. P. Stuart for CP Prescott and continued hearing date to 7-27-37, vacated orders take depositions in Prescott, authorized examiner and attorney to conduct hearing in Prescott; WMIN, Minneapolis, granted auth. make this announcement, "This is Station WMIN with studios in St. Paul and Minneapolis"; NEW, Radio Enterprises Inc., Hot Springs, Ark., granted new hearing date, denied indefinite continuance; WTFI, Athens, Ga., granted ext. Rule 132 to 8-1-37; WCOP, Boston, granted continuance oral argument; NEW, Havens & Martin, Petersburg, Va., granted amendment applic.; NEW, W. W. Luce, Fort Lauderdale, Fla.; granted continuance hearing; NEW, Eugene P. O'Fallen, Denver, granted pet. intervene applic. Colo. Radio Corp.; KGNF,, Shenandoah, Ia., granted pet. advance oral argument on applic. KARK to 7-1-37; WFLA-WSUN, Clearwater, Fla., granted auth. to announce "This is station WFLA, Clearwater, with studios in Clearwater and Tampa"; WEBC, Duluth, granted auth. to announce, "This is station WEBC, Duluth, with studios in Duluth and Superior."

RATIFICATIONS—Granted motion postpone argument applic. Johnson City Brdcstg. Co., Knoxville Journal Brdcstg. Co., Richard M. Casto, and directed argument be continued until 9-30-37; Gallatin Radio Forum granted amendment order take depositions; Scripps-Howard Radio Inc., granted pet. continuance hearing applic. KVOD and KFEL, and for consolidated hearing with applic. of Scripps-Howard Radio Inc. for CP Denver, and dismissed opposition of Colo. Radio Corp. to said petition; accepted answer of WKBO to appearance of Press-Union Pub. Co.



50TH BIRTHDAY—It was in June of 1887 that Heinrich Hertz, German physicist, took the theory of electromagnetic wave action promulgated 20 years earlier by James Clerk Maxwell of Cambridge University, and proved the practical possibility of broadcasting electrical impulses through the air. At left is a photo of Dr. Hertz, who died when he was 37. Upper right shows his resonator, or sounding apparatus, for wave lengths 6 meters long. Lower right shows the "funken-induktor" with which he conducted his experiments, which laid the groundwork for the later discoveries of Marconi, DeForest, Popoff, Branley, Arco and others which made present-day radio possible.

JUNE 16

WLWL, New York—Granted petition withdraw petition for reconsid. action of 11-24-36 granting applic. for transfer of control of WOV.

JUNE 29

APPLICATIONS GRANTED:

KOCA, Kilgore, Tex.—CP increase D to 250 w.

WJRD, Tuscaloosa, Ala.—Same.

KOVC, Valley City, N. D.—Same.

KOB, Albuquerque, N. M.—License for CP 1180 kc 10 kw N & D Simul. D-KEX, Sh. N-KEX.

WLW, Cincinnati—License for CP 700 kc 50 kw unl.

WJNO, West Palm Beach, Fla.—License for CP; auth. transfer control to Jay O'Brien.

KVOR, Colorado Springs — License for CP.

WHIP, Hammond, Ind.—Mod. CP change antenna, trans.

WCOC, Meridian, Miss.—Mod. CP new antenna, increase N to 1 kw, move locally.

KHQ, Spokane—License for CP as mod.

WDAH, El Paso — Mod. license move trans. to KTSM site, increase D to 250 w, use KTSM trans.

KMAC, San Antonio—3-month extension license.

KGKY, Scottsbluff, Neb.—1-month extension license.

WGRC, New Albany, Ind.; WRDO, Augusta, Me.—2-month extension license.

WKBV, Richmond, Ind.—Temp. renewal license, applic. renewal set for hearing.

WWSW, Pittsburgh—1-month extension license.

KHUB, Watsonville, Cal.—Invol. assign. license to Anna Atkinson, exec.

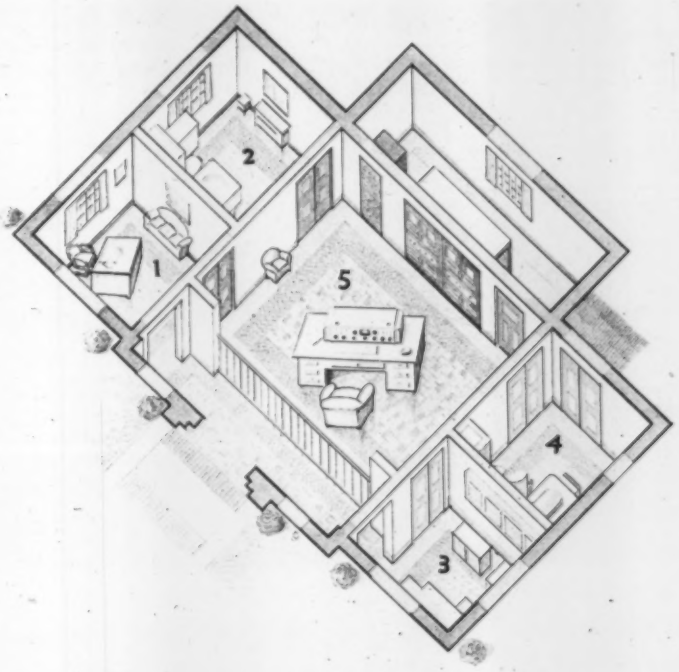
KGIW, La Junta, Col.; KEEN, Seattle —2-month extension license.

W2XAF, Schenectady — CP increase to 100 kw, directional beams.

SET FOR HEARING — NEW, WDSU Inc., New Orleans, CP amended to 1500 kc 100 w 250 w D unl.; NEW, N. B. Egeland, Roland, Ia., CP amended to 1500 kc 100 w 250 w D spec.; NEW, Colonial Brdcstg. Co., Morristown, N. J., CP 620 kc 1 kw unl. directional; NEW, Burlington Brdcstg. Co., Burlington, Ia., CP 1310 kc 100 w unl.; NEW, Great Western Brdcstg. Co., Omaha, CP 1420 kc 100 w unl.; NEW, Southern Minn. Brdcstg. Co., Rochester, Minn., CP 920 kc 1 kw 5 kw D unl directional N; NEW, Even News Press Inc., Port Angeles, Wash., CP 1400 kc 250 w unl.; NEW, Keystone Brdcstg. Co., New Castle, Pa., CP 1250 kc 250 w D; NEW, D. E. Kendrick, Louisville, CP 1210 kc 100 w 250 w D unl.; NEW, Coultas, Edge & Stephenson, Jacksonville, Ill., CP 1310 kc 100 w unl.; WHEF, Kosciusko, Miss., CP move to Jackson, vert. radiator; KWOS, Jefferson City, Mo., CP increase 100 w D to 100 w 250 w D unl 1310 kc; WDZ, Tuscola, Ill., CP move to Decatur; WXYZ, Detroit, CP increase to 5 kw (before Division); WGRC, New Albany, Ind., CP directional N, change 1370 to 880 kc increase D to unl.; WAIR, Winston-Salem, N. C., CP increase D to 1 kw; WBNX, New York, CP amended move trans., directional N, increase to 5 kw (before Division); WKAR, E. Lansing, Mich., CP move trans., vert. rad., increase D to 5 kw; WLAP, Lexington, Ky., CP move trans., new equip., vert. rad., change 1420 to 610 kc increase to 500 w 1 kw D; WRBL, Columbus, Ga., amended mod. CP move trans., new equip., change to 1330 kc, increase to 1 kw unl.; KPOF, Denver, mod. license 500 w to 1 kw; Adams Recording Studio, San Diego, auth. supply transcriptions to XEBG and XEMO, Tia Juana, Mexico; WFAS, White Plains, N. Y., exp. auth. amended to Simul. D-WBRB, Sh.-WGNY, WGBB, Sh. N-WBRB, WGNY and WGBB.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, ext. temp. auth. 560 kc 1 kw N; WJEJ, Hagerstown, Md., ext. temp. auth. spec.; WCBD, Chicago, temp. auth. use WMBI trans.; WWJ, Detroit, temp. auth. 5 kw N.

MISCELLANEOUS — WLBL, Stevens Pt., Wis., 30-day use new site; WBRC, Birmingham, reconsid. action 2-16-37 and set for hearing applic. CP, then reconsidered, and petition of Birmingham News Co. to withdraw its protest is dismissed; KLZ, Denver, granted pet. intervene KFEL applic., opposition of applic. dismissed; NEW, Harry Schwartz, Tulsa, granted pet. waive Rule 104.6(b) and accept appearance applic. new station at Tulsa; NEW, Walker & Chapin, Oshkosh, Wis., granted pet. to accept appearance, applic. new station; NEW, John Stewart Bryan, Petersburg, Va., granted cont. hearing of Havens & Martin Inc., Petersburg Newspaper Corp and John Stewart Bryan until autumn; KLS, Oakland, Cal., granted pet. intervene applic. Richard Field Lewis, Oakland; KJBS, San Francisco, granted pet. intervene applic. Richard Field Lewis; KRE, Berkeley, Cal., same; NEW, Genesee Radio Corp., Flint, Mich., granted pet. accept notice appearance and facts on applic. CP; NEW, Capitol Brdcstg. Co. Inc., Raleigh, N. C., granted postponement applic. WFNC, Fayetteville, new date for consolidated hearing to be fixed; WBRE, Wilkes-Barre, Pa., granted continuance hearing; NEW, L. L. Carrell et al, Lincoln, Neb., denied further hearing, intervention applic. Central States Brdcstg. Co., Council Bluffs, Ia.; WFBR, Baltimore, denied partial grant applic. 1 kw 5 kw LS; NEW, A. L. Chilton, Dallas, granted pet. intervene Centennial Brdcstg. Corp. applic., Dallas; KROW, Oakland, Cal., granted pet. intervene applic. Richard Field Lewis; NEW, Voice of Detroit Inc., Detroit, hearing continued; NEW, Saginaw, Mich., granted pet. intervene applic. Genesee Brdcstg. Co., Flint; KTUL, Tulsa, granted pet. intervene applic. United Brdcstg. Co., Tulsa; WKBN, Youngstown, granted cont. hearing mod. CP; KFRU, Columbia, Mo., granted pet. deny as in default applic. T. B. McChristy, Brownwood, Tex.; WDGY, Minneapolis, granted pet. change announcement; KJBS, San Francisco, denied grant applic. mod. license; KOBH, Rapid City, S. D., denied grant without hearing applic. assign license; WCOC Meridian, Miss., granted ext. Rule 132 60 days, set for hearing applic. increase N power; WNRI, Newport, R. I., denied motion reopen record Nos. 3857, 3836, 3971; NEW, United Theatres Inc., San Juan, P. R., granted pet. oral argument exceptions to Ex. Rep. I-407.



NEW TRANSMITTER LAYOUT—Here is the floor plan, graphically depicted, of the new WMBG, Richmond, Va., which on June 27 became the NBC-Red outlet in Richmond after several years as the CBS station there. Operating on 1350 kc. with new power of 500 watts, the station has built an entirely new plant and studios. A new RCA transmitter has been installed. Shown are (1) chief engineer's office; (2) rest room and lavatory; (3) laboratory; (4) heating plant; (5) main transmitter room.

JOHN KAROL, research director of CBS, has been elected president of the Market Research Council for the coming year.

ROBERTS-McNAB Co., a partnership which recently placed in operation the new KRMC in Jamestown, N. D., has applied to the FCC for authority to erect a new local on 1310 kc. in Livingston, Mont.

Controlled Direction

SHURE BROTHERS, Chicago, announces a new "Controlled-Direction" microphone. A "tri-polar" crystal microphone, the new instrument not only has the figure-eight directional pattern, typical of velocity operation, but also provides uni-directional and non-directional response simply by turning a small switch on the unit. It is claimed that the new microphone can cope with nearly every pickup condition and permits satisfactory results under conditions of high reverberation intensity or background noise. Shure Brothers has released a revised catalog if its microphones and acoustic devices describing the new microphone as well as transcription record producers, vibration pickups and other equipment.

WSB School of the Air Is Praised by Educators

STRIKING tribute to WSB and the *Atlanta Journal* for sponsoring the *School of the Air* was voiced in Savannah during the recent closing sessions of the Georgia Education Association Convention. In resolutions adopted, the Georgia Superintendents and Board Members' Association declared: "We commend the *Atlanta Journal* for the splendid educational service rendered by it and WSB in sponsoring the *School of the Air*." Louis T. Rigdon, founder and director of the school, was one of the principal speakers at the convention, discussing "Radio and Education". Edythe Miller, associate director, appeared on the program with a solo, followed by an address by Gov. Rivers of Georgia.

The district auditions in declamation, recitation, piano, voice and violin in which over 300,000 high school and grammar school boys and girls in 400 Georgia public schools participated closed May 28. Soon after the state winners were announced June 26, they were given free trips to Radio City in New York where they were broadcast over NBC. On their way to New York a stopover was made in Washington to visit Dr. J. W. Studebaker, U. S. Commissioner of Education; Judge E. O. Sykes, chairman of the FCC Broadcast Division, and historical points of interest in the National Capital.

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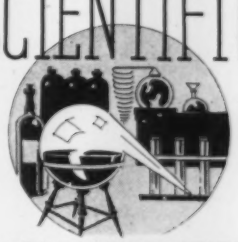

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Three New Locals Authorized by FCC

THREE new local broadcasting stations in as many communities not now having their own outlets were authorized by the FCC Broadcast Division June 15. Two of the grants were to newspaper interests. The three grants brought to 20 the number of construction permits for new stations issued by the FCC in the six months since Jan. 1, 1937.

Owensboro Broadcasting Co., Owensboro, Ky., was granted a CP for a new 100-watt full-time station on 1500 kc., effective July 13, sustaining Examiner Hyde. Stockholders in the company are Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of the Owensboro Publishing Co., publishing the *Owensboro Messenger* and *Owensboro Inquirer*, morning and evening newspapers. Call letters will be WOMI.

Harold M. Finley, publisher of the *LaGrande* (Ore.) *Evening Observer* and his mother, Mrs. Eloise Finley, were authorized to construct a new 100-watt night and 250-watt day station (KLBM) on 1420 kc. Examiner Seward was sustained and the order is effective July 13.

The Okmulgee Broadcasting Corp., Okmulgee, Okla., was authorized to erect a new 100-watt daytime station on 1210 kc. in that community, Examiner Seward being sustained and the order being effective July 20. Stockholders in the corporation are Harry B. Greaves, president, Okmulgee oil and auto supply dealer, 41%; John Caruthers, Okmulgee attorney and former judge, 10%; E. M. Sepaugh, of Shreveport, who will manage the station, 27%; R. M. Dean, Shreveport, chief engineer of KRMD, Shreveport, and KPLC, Lake Charles, 6%; T. B. Langford, Shreveport and Texarkana auto distributor, 16%. Call letters will be KHBG.

Mr. Sepaugh is 25% owner of KVOL, Lafayette, La., 16% owner of KRRV, Sherman, Tex., and one-third owner of KPLC, Lake Charles, La. Mr. Langford owns 48% of KMRD, one-third of KPLC, and 16% of KRRV, Sherman. Mr. Dean owns 48% of KRMD, one-third of KPLC and 16% of KRRV.

The Broadcast Division denied the application of Edwin A. Kraft, owner of KINY, Juneau, Alaska, and former Seattle station operator, for a new station in Petersburg, Alaska, to operate with 100 watts on 1420 kc., reversing Examiner Hyde.

Two Station Transfers

TRANSFER of the control of WJNO, local station on 1200 kc. in West Palm Beach, Fla., to Jay O'Brien, Palm Beach investment and real estate man, was authorized by the FCC Broadcast Division June 29. The station was licensed several years ago to Hazlewood Inc., in which George A. Hazlewood and John R. Beacham of West Palm Beach and Nieuport B. Estes of Jacksonville were the principal stockholders. The Commission also authorized the involuntary transfer of KHUB, recently licensed local at Watsonville, Cal., to Anna Atkinson, widow of F. W. Atkinson, publisher of the *Watsonville Pajaronian* and *Register*, who died in April.

20 New Stations Since Jan. 1, 1937

TWENTY new broadcasting stations have been authorized by the FCC during the first half of 1937, as against 57 authorized during all of 1936, according to a recapitulation of the grants. In addition, four stations have authorizations to move into other communities where they become virtually new outlets. The complete tabulation by states, showing also stock ownership and assignments, follows:

CALIFORNIA

KTKC, Visalia, Cal.—CP issued to Tulare-Kings County Associates (Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whitehead, publisher of *Tulare Advance Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%); 250 watts daytime on 1190 kc.

KTMS, Santa Barbara, Cal.—CP issued to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, 95%); 500 watts on 1220 kc.

COLORADO

KOKO, La Junta, Col.—CP issued to Southwest Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%; Charles T. Miller, 35%; O. C. Samuel, 5%); 100 watts on 1370 kc.

FLORIDA

WKAT, Miami Beach, Fla.—CP issued to A. Frank Katzentine, former mayor of Miami Beach, one-third owner of *The Society Pictorial*, a weekly; 100 watts on 1500 kc.

INDIANA

WGVA, Indianapolis—CP issued to Glenn Van Auken, attorney; 1,000 watts daytime on 1050 kc.

KENTUCKY

WOMI, Owensboro—CP issued to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher; Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Owensboro Inquirer*); 100 watts on 1500 kc.

MICHIGAN

WHAL, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each; 500 watts daytime on 950 kc.

MINNESOTA

KATE, Albert Lea, Minn.—CP issued to Albert Lea Broadcasting Corp. (E. L. Hayek, president, Trades Publishing Co., publisher of *Northwestern Jeweler*; Q. J. David, president, David Inc., St. Paul; George J. Wolf, vice-president of Meyer Wolf & Sons Co., Albert Lea furniture dealers; Haskell Sargent, assistant to president of Twin City Rapid Transit Co., St. Paul; L. B. Farrington, St. Paul; William B. Wolf, Austin); 250 watts daytime on 1420 kc.

KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager; Herman R. Weicking, editor, *Winona Republican-Herald;* Harry Dahl, chief owner of WKBH, LaCrosse; Otto M. Schlaback, LaCrosse attorney); 100 watts daytime on 1200 kc.

MONTANA

KPFA, Helena, Mont.—CP issued to Peoples Forum of the Air (Barclay Craighead, Helena, 50%; E. B. Craney, Butte, 40%; Sam C. Ford, Helena, 10%); 250 watts daytime and 100 watts night on 1210 kc.

NEW JERSEY

WSNJ, Bridgeton, N. J.—CP issued to Eastern States Broadcasting Corp. (Howard S. Frazier, consulting engineer, Hotel Pennsylvania, Philadelphia, 51%); 100 watts daytime on 1210 kc.

NORTH CAROLINA

WGTM, Wilson, N. C.—CP issued to H. W. Wilson and Ben Farmer; 100 watts daytime on 1310 kc.

OHIO

WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Beacon;* 250 watts daytime on 940 kc.

OKLAHOMA

KHBG, Okmulgee—CP issued to Okmulgee Broadcasting Corp. (Harry B. Greaves, 41%; E. M. Sepaugh, 27%; T. B. Langford, 16%; John Caruthers, 10%; R. M. Dean, 6%); 100 watts daytime on 1210 kc.

OREGON

KLBM, LaGrande—CP issued to Harold M. Finley, publisher of the *LaGrande Evening Observer*, and Mrs. Eloise Finley, his mother, as partner; 100 watts night and 250 watts day on 1420 kc.

PENNSYLVANIA

WMBS, Uniontown, Pa.—CP issued to Fayette Broadcasting Corp. (Harry A. Cottom, judge of Common Pleas Court of Fayette County, 20%; Edward Dumbauld, attorney, 20%; Joseph H. Echard, superintendent, Pennsylvania State Highway Department, 20%; Joseph C. Burwell, radio, 20%; W. Russell Carr, attorney 20%); 250 watts daytime on 1420 kc.

TEXAS

KGVL, Greenville, Tex.—CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner;* J. L. Collins and Nobel W. Young); 100 watts daytime on 1200 kc.

KRIS, Corpus Christi, Tex.—CP issued to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times;* John A. Mobley and Margaret Browning); 500 watts night and 500 watts day on 1330 kc.

VIRGINIA

WRTD, Richmond, Va.—CP issued to Times Dispatch Publishing Co., publisher of *Richmond Times-Dispatch*; 100 watts on 1500 kc.

WISCONSIN

WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

In addition, the FCC has authorized the removal of KGKO, Wichita Falls, into Fort Worth; WPHR, Petersburg, Va., into Richmond, to operate as WRNL; WTFI, Athens, Ga., into Atlanta, to operate as WAGA; KGFI, Corpus Christi, into Brownsville, Tex.

Television in London

TO GIVE its staff a vacation, while technicians revamp some of the equipment, the television division of the British Broadcasting Corp. has decreed a three-week "sightless period" starting July 26. Studio facilities during the period will be improved at Alexandra Palace, where the BBC transmitter is located. To aid dealers in demonstrating television sets, now on the market in London, the BBC has added a third hour to its daily telecast schedule, 12:30 to 1:30 p. m.

O-Ke-Doke Testing

KRAFT-PHENIX CHEESE Corp., Chicago (O-Ke-Doke), recently started a spot campaign on three Chicago stations with possibility that the campaign will be extended nationally later. Daily one-minute announcements or temperature reports are being used on WMAQ, WGN and WBBM. J. Walter Thompson Co., Chicago, is agency.

Swift Tests Flexo

SWIFT & Co., Chicago (Flexo water softener), recently started one-minute live spot announcements on WOOD-WASH, Grand Rapids, Mich.; WKBN, Youngstown, and WSBT, South Bend. Six spots a week are being used on WOOD-WASH and five weekly on the other two stations. If test campaign proves successful, other outlets may be added. Stack-Goble Adv. Agency, Chicago, handles the account.

Weco Returns to Air

WECO PRODUCTS Co., Chicago (Dr. West's tooth brushes and paste), will start a weekly quarter-hour transcribed series over KGMB, Honolulu, and KHBC, Hilo, Hawaii, July 4. The *Little Theatre of Music*, an NBC-Thesaurus transcription, will be used. J. Walter Thompson Co., Chicago, is the agency.

Press Ownership Opposition Seen

"Local Monopoly" Cited Again In Opposing KOOS Sale

AGAIN opposing "local monopoly" of news and advertising and citing alleged conflicts with Sections 201 and 310 of the Communications Act of 1934, which declare against any license "ownership" rights and require FCC authorizations for transfers of license control, Examiner P. W. Seward on June 29 recommended to the FCC Broadcast Division that it deny the proposed transfer of ownership of KOOS, Marshfield, Ore., to Shelton F. Sackett, publisher of the *Coos Bay Times*, Marshfield daily newspaper, and part owner of the *Salem* (Ore.) *Statesman*.

Agreement to sell the station for $14,000 to Mr. Sackett was reached last year by Walter Read, president of KOOS Inc., who was to continue as manager, and the proposed transfer was heard by Examiner Seward last June 7. John C. Kendall, Portland attorney, and Ben S. Fisher, Washington attorney, were counsel for both parties, and the deal was unopposed.

Opposition Policy?

This being the second proposed transfer of ownership to newspaper interests recommended against by Examiner Seward in the last six weeks, speculation has been aroused whether the Commission or its examiners are launching a policy opposed to newspaper acquisitions of stations, which for the most part have hitherto been granted more or less automatically. Claiming violation of Section 301 of the act, providing for use but not ownership of frequencies, Examiner Seward on May 19 recommended also against the sale of WMBO, Auburn, N. Y., by Roy L. Albertson, also owner of WBNY, Buffalo, to the publishers of the *Auburn Citizen-Advertiser*, for $15,000, while Examiner Hill on May 19 recommended against the proposed purchase for $295,000 of WREN, Lawrence, Kan., by the *Kansas City Star*, operator of WDAF, Kansas City. None of these recommendations have yet been acted upon by the Commission.

In his adverse report on the proposed Marshfield transfer, Examiner Seward rejected the assertion that the publisher of the *Coos Bay Times*, having the only local daily, could better supply news and would be in a position to broadcast a better class of programs. Although finding Mr. Sackett "legally, technically, financially and otherwise qualified to operate Radio Station KOOS," Examiner Seward declares:

"In view of the fact that the area is now being adequately served by Station KOOS, as now operated by the assignor corporation, it is considered that it would not be in the public interest to approve this transfer and thereby place in the hands of one man practically all means of dissemination of news and other information, as well as the advertising media in the area, and constitute a virtual monopoly."

AN APPLICATION for a new local station to operate on 1370 kc. with 100 watts night 250 watts day unlimited time, was filed with the FCC June 7 by the National Life & Accident Insurance Co., Nashville. The company is the licensee of WSM, Nashville 50,000 watter.

EQUIPMENT

THE NEW automatic peak volume limiter recently developed by the Bell Telephone Laboratories was installed in eight CBS stations in June and ultimately will be placed in all CBS-owned and operated stations. Comparable to the thermostat on an oil burner, the gadget serves as a "ghost engineer," automatically keeping the signal intensity at a pre-determined volume level slightly below the station's maximum. To produce this same gain in signal intensity without the aid of this device it would be necessary to double the station's power. CBS has installed the device at WABC, New York; WBBM, Chicago; WCCO, Minneapolis; WBT, Charlotte; WJSV, Washington; WEEI, Boston; WKRC, Cincinnati; KNX, Los Angeles, and also on its new international short-wave transmitter, W2XE.

PRESTO RECORDING Corp., New York, has issued a new 16-page booklet of its sound recording equipment. Included are complete descriptions of its portable recording turntable, stationary recording turntable, wide range cutting head, recording amplifiers, radio tuner, transcription turntable, overhead cutting mechanism and accessory equipment. A separate four-page folder describes Presto discs and needles.

WBIG, Greensboro, N. C., has purchased a No. 1 10-A program amplifier from Western Electric Co. The station also is making a survey for a new antenna site with a view to installing a half-wave radiator.

WTAR, Norfolk, Va., announces the installation of a new transmitter at Glen Rock which, according to WTAR, will send the equivalent of 4,000 watts into the station's primary area 18 hours daily.

WICC, Bridgeport, Conn., has equipped its studios with salt shaker microphones throughout.

WESTERN ELECTRIC 110-A program amplifiers are being installed at WAAB and WNAC, Boston; WEAN, Providence and WICC, Bridgeport, Conn.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started mailing its annual catalog supplement sheets to the trade. They are of a standard size designed to fit into salesmen's portfolios. New publication describes two new types of ribbon microphones, as well as the line of carbons and stands.

KFI-KECA, Los Angeles, has added a portable shortwave transmitter for special events. Designed and built by George Curran, KFI-KECA research engineer, equipment weighs 45 pounds. Feature is a built-in receiver.

WWAE, Hammond, Ind., has installed the first Western Electric 110A volume booster amplifier in the Chicago area. WGN, Chicago, has also bought one of the amplifiers and will soon have it in operation.

WCOA, Pensacola, has installed new RCA standard velocity microphones, using RCA inductors on all remote pick-ups, in addition to a set of RCA turntables.

WSPA, Spartanburg, S. C., was to move into its new studios July 1 which include five studios, reception room, music room, console control room, five offices and an auditorium studio seating 400.

At Mike and Wheel

DAREDEVIL drivers of midget autos, interviewed by Kansas City sports announcers, were razzed unmercifully by the announcers for their mike fright. The racers then dared the announcers to drive a five-lap in the tiny autos. Ralph Nelson, KCKN, was first, followed by Walt Lochman, Wheaties baseball announcer of KXBY, Dick Smith, WHB and Jack Starr, KMBC.

Two-Day Relay Ruling Is Abrogated by FCC

STATIONS holding relay broadcast licenses for special pickups, no longer need telegraph the FCC two days in advance for permission to use the facilities. At its meeting June 15, the Broadcast Division deleted that provision in the rules and regulations requiring the notice since additional frequencies have been made available for the purpose and as a rule there are ample facilities for such stations. The station is obliged, however, under the rules, to make certain that no interference will be caused by such operation by virtue of the use of the same frequency or frequencies by other stations similarly licensed. The text of the FCC ruling:

The Broadcast Division on June 15, 1937, deleted the provisions in the rules and regulations pertaining to the requirement of two-day notice and approval from the Commission for operation required of relay broadcast stations.

The following changes were made in the rules governing relay broadcast stations: Rule 1002 was deleted in its entirety; Rule 1001 (f) was amended by striking out in the sixth and seventh lines "and the information specified in Rule 1002 (b), 1, 2, 3, 4"; and Rule 1004 was amended by striking out in the second and third lines "and have been authorized to operate under Rule 1002 (b)".

In the future, the operation of relay broadcast stations that may cause interference to other relay stations shall be governed by the provisions of Rule 1004. All the licenses of existing relay broadcast stations will be corrected in accordance with these amendments when the next renewals are issued.

WBBM Scholarships

WBBM, Chicago, on June 20 awarded its first annual $300 scholarship for aptitude in radio to Miss Judith Anne Jeffrey, 16-year-old Chicago high school honor graduate. Miss Jeffrey was named the winner of the station's college tuition award on the basis of her scholarship, her letter on radio as a career, and her performance as continuity writer, actress and announcer on June 12 when Chicago high school students operated WBBM for an entire day.

'Beer Oddities'

STEELE ADVERTISING AGENCY Inc., of Houston, has prepared a new series of script programs for brewers and distributors called *Beer-Oddities*. The series is the work of Clarence W. Payne, executive of the agency. The first unit of 13 scripts presents beer as a temperance beverage.

For Field Tests

CBS Field Intensity Car

TO AID in making field intensity surveys for its various stations, the CBS engineering staff in New York has developed a mobile measuring unit, consisting of one Ford automobile equipped with an auto radio, two storage batteries and a high output generator; one field intensity meter mounted on the back of the front seat, with a 12-inch streamline loop on the top of the car so that it can be rotated from within; one recording milliameter inside the trunk; a small dynamotor to supply plate voltage for the field set (filament current comes from the storage batteries); a control panel on the left side of the rear seat to control the dynamotor and filaments; a terminal panel in the trunk; a writing board mounted on the inside of the right rear door, to which papers and maps can be clamped; and a magnetic compass inside the car to obtain radio bearings with the loop. With this equipment the field engineers can make their studies more accurately and consistently, as the loop is always in the same position in respect to the car and the ground, and also much more comfortably than by the old method, which meant stopping the car, taking out the set, unpacking it and setting it up away from surrounding objects, taking the reading, packing the set up again, carrying it back to the car and driving on to the next location.

Amateur Radio Award

THE Hiram Percy Maxim Memorial Award for the outstanding radio amateur under 21 has been awarded Victor Clark, 19, operator of W6FKC, Phoenix, Ariz., according to the American Radio Relay League, national amateur radio organization. The Maxim Award, created in memory of their father who founded amateur radio by Mrs. John G. Lee (Percy Maxim) and Hiram Hamilton Maxim, consists of $100 and a miniature reproduction of the "Wouff Hong," mythical torture implement invented by the late Hiram Percy Maxim.

H. F. BOE, with the Westinghouse company since 1900, has been appointed its commercial manager, including apparatus sales, with headquarters in New York and Pittsburgh.

HARRY R. LUBCKE, director of television of the Don Lee Broadcasting System, on June 1 was issued Letters Patent No. 2,081,942, covering a cathode ray tube.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

Mirror-ground surfaces make keen cutting edges for *perfect* recordings on acetate.
Grant Laboratories, Chicago: "A real pleasure to use Stelli cutting needles and to recommend them to other laboratories."
KGU, Honolulu: "Very pleased with the results."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Merchandising & Promotion

Autographs, Dollar Day—Cookery's Voice — Milk Lit — Foreign Tongue Successes

ERNIE SMITH, broadcasting five games weekly for General Mills Inc. (Wheaties) and three evening commentary programs for Roos Bros. (clothing store) over station KYA, San Francisco, has struck upon a novel promotion scheme which is being used effectively in behalf of the latter sponsor. The Roos Bros.-Ernie Smith Autograph Club has been formed. Smith has been getting baseball stars and sports celebrities of other fields to personally autograph great stacks of cards. Then during his evening *Sports Page of the Air* Smith invites the listeners to join the Autograph Club. All that they need do is send a request for an autograph with a return-addressed envelope and stamp.

* * *

WTMJ, Milwaukee, announces in its *Dope Sheet* that estimates of the Wisconsin Highway Commission indicate 4,000,000 vacationists will spend $160,000 in that state during the summer. WTMJ lists the summer time available to sponsors and reports that sales of Avalon cigarettes have doubled since that sponsor began a nightly series called *Last Word in Sports.*

* * *

MERCHANTS ASSN. of Merced, Cal., has turned over promotion of its annual "Dollar Days" July 9 and 10, to KYOS, that city. Besides spot announcements and special programs to promote the two day event, station will also be in charge of other promotional features, buying newspaper space and arranging window displays as tie-ins for the association.

* * *

KFEL, Denver, has released a pocket-size booklet titled *The New Cry of the Old West*, written in conversational cowboy slang around the slogan "Good enough tuh ride with". In addition to an historical sketch of KFEL's growth and analyses of coverage, there are market data and many pictures of western mountain scenery.

MARKET DATA—KMA, Shenandoah, Ia., sent out copies of the *Des Moines Sunday Register* with a big blue swatch pointing to a streamer line about Iowa farm income. Another paster is on a center spread.

EARL HARPER, sports announcer at WNEW, New York, made a guest appearance on the *Steinie Bottle* broadcast over WEAF, New York, June 22, to acknowledge the prize awarded by the Glass Container Association of America for the best letter on the subject "I prefer my favorite beer in a Steinie bottle because . . ." The award, two round trip tickets to California, will be used in the fall, after Harper has completed his season of broadcasting the Newark baseball games for General Mills.

* * *

NEW YORK Broadcasting System has published a colorful merchandising book titled *Views and Voices* which lists the reactions of prominent New Yorkers to the network, sales and coverage data, as well as advertising maps and charts. The stations of the network are WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester and WBNY, Buffalo.

* * *

WOR, Newark, has published a tricolor brochure called *Musically Speaking* which lists its musical presentations, refers to the recent award bestowed on the station by the Women's National Radio Committee for its contribution to serious music, and includes the favorable reactions of local radio critics.

* * *

NBC exhibited a three-section display, showing Radio City, a photomontage of all possible transmitting points, and a variety of receiving points including homes, school groups and others, at the National Education Association convention in Detroit, June 26 to July 3.

* * *

UNION ELECTRIC LIGHT & POWER Co., St. Louis, is merchandising its program called *The Land We Live In* on KMOX, that city, by giving away 11x13 inch prints of the city as it appeared in 1854. The Sunday night programs consist of dramatized historical events.

* * *

KFRU, Columbia, Mo., recently began a contest series called *Adventures in Electricity*, six quarter-hours weekly, sponsored by Missouri Power & Light Co., and offering prizes of $500.

* * *

BIRELEY'S ORANGEADE, San Francisco, fired a double-barreled promotion scheme in connection with their recent sponsorship of the International Championship Six Day Bicycle Races on KYA, San Francisco. The company, through its agency, Allied Advertising Agency, distributed 30,000 leaflets through dairy milk-routes, grocery stores and over soda fountains. The circulars jointly called attention to the broadcasts of the races over the radio station—giving the times each day and also made an offer for children to get into the races free. The leaflet explained that if youngsters had two Bireley's Orangeade used bottle caps, they would be admitted free during the matinees at the cycle speedway.

A TRADE DEAL on swapping of publicity has been made between KFOX. Long Beach, Cal., and the Long Beach *Shopping News*, weekly advertising medium with circulation of more than 70,000. *Shopping News*, which is entirely an advertising paper containing no news items other than household hints, gardening tips, or notices of civic events, gives KFOX a radio chatter column each week devoted exclusively to that station's activities. Station in return gives the *Shopping News* spot announcements several times a day, and also points out particular bargains being advertised. Present plan is for KFOX to run a picture of an artist or announcer each week, then broadcast the fact and urge each listener to get his copy of *Shopping News* and obtain a copy of that picture. Out of towners are invited to write for copies. Plan is proving mutually satisfactory. KFOX gets exclusive radio rights to the paper. *Shopping News* gets goodwill advertising for itself which is a selling point for those who advertise in the paper.

* * *

FIFTEEN prizes, ranging from an electric toastmaster to refrigerator bowl covers, are being awarded to listeners of WCFL's *Voice of Cookery* program who send in the 15 best menus together with the recipes which would fit into the budget of two people living within a $30 per week income. Phil Libby, conductor of the program, got the idea after reading letters from desperate June brides asking him what portions to use for two people, when recipes intended to serve eight were given.

* * *

DR. D. JAYNE & SON Inc., (iron tablet tonic & Vermifuge), which sponsors twice weekly the quarter hour *Tom Wallace, Horse-sense Philosopher*, on 6 California Radio System stations (KEHE, KYA, KMJ, KERN, KFBK, KGW) from Los Angeles, offers a dream book free to those writing in. No proof of sale is necessary. Listeners are invited to write the station to which they are dialed and booklet is sent free of cost. Agency is Carter-Thompson Co., Philadelphia.

* * *

NBC is "taking some of our own medicine" in using a recording to carry a promotion message to advertisers. The first of the series, coming in a ten-pocket album, has a Red Seal recording of George Gershwin's "Summertime" on one side and a recording by Ernest Truex with a sales and summer message on the reverse side. Other recordings will be sent later.

* * *

COLONIAL Network sent out post cards, personally written and addressed, with a photo of the Flying Yankee train and this message: "The New England listening audience is now being increased by over three million summer guests —all covered by the Colonial Network."

* * *

WEEK before the Louis-Braddock fight, NBC issued a 16-page booklet of the prize fights it has broadcast, from the Dempsey-Carpentier bout on July 2, 1921, to date, a total of 55 boxing broadcasts.

* * *

WIBW, Topeka, has issued a promotion piece telling about the 37,813 replies it received from 12 quarter-hour programs for Montgomery Ward & Co. Ferry-Hanly Adv. Co., was agency.

CLIMAXING—The *Sperry Male Chorus Parade* 1937 radio competition, KNX, Hollywood, was presented with the Sperry trophy for "excellence in selection and production of male choruses", following the naming of Occidental College Male Chorus as winner of the contest. A similar trophy was presented to Howard Swan, director of Occidental College musical group. Contest was staged by Sperry Flour Co., (flour and cereals), sponsor, as a feature of its *Sperry Male Chorus Parade* broadcasts during its second season on the CBS Pacific network (KNX, KSFO, KOIN, KOL, KVI, KFPY.) Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood (right) received the KNX trophy from H. P. Lawrenson, assistant sales manager of Sperry Flour Co., Los Angeles (left), with William Lawrence,, CBS producer, sharing felicitations. Lawrence handled production duties on the KNX originations of the *Sperry Male Chorus Parade.*

BANK OF AMERICA National Trust & Savings Assn., San Francisco, is conducting an extensive promotion campaign to call attention to its six nights weekly *Newstime*, with Sam Hayes commentator, which started June 6 for 52 weeks on 2 CBS Pacific Coast stations (KNX, KSFO). Besides weekly space on the radio page of all major California newspapers for an indefinite period, sponsor uses street car cards in all cities of the state where cars are operated, and also features Sam Hayes on a giant die-cut easel display in each of its 482 branch banks in 296 communities. Hundreds of thousands of pass-book size blotters, featuring the broadcast, are distributed with the monthly statements. Agency is Chas. R. Stuart Inc., San Francisco.

* * *

WBZ, Boston, set up an illuminated display of Walker-Gordon Co. milk at the recent convention of the Massachusetts Medical Society, gave bottles of milk to thirsty physicians, and tuned in its *Home Forum* so that the milk company's announcements could be heard on the convention floor.

* * *

WBNX, New York, has published a brochure titled *Success Stories* containing an analysis of the mail resulting from the programs in Yiddish and English sponsored by Borden's Co., that city, and offering premums in exchange for empty cartons of Hanford's Kosher Butter.

* * *

JENKINS' GROCETERIA Ltd., Calgary, Alberta, published a news sheet and special sale on the day of its 1,000th broadcast of *Toast & Marmalade*, a variety program on CFAC, Calgary. Jack Dennett, announcer of the show, was featured on the merchandising release.

XUM

★

IN THE GOOD OLD SUMMERTIME

You can take a longer ride with WLW as your constant companion than with any other radio station.

WLW's 500,000 watts bring the clearest possible signal, not only to the motoring listener, but to the home listener as well, summer or winter.

WLW... THE NATION'S STATION

★